

# LIFE

IN THIS ISSUE  
IKE'S RETURN TO ABILENE

'... WE'RE HOME AGAIN ...  
THAT'S GOOD ENOUGH FOR US'



20 CENTS

JUNE 16, 1952



# How little it costs to brighten your bath

## with Cannon Towels — 39¢ to \$2<sup>95</sup>



**BEAUTIFUL BUYS**—ready to put the sparkle of spring in your bath! Yes, stores are bursting with Cannon towel bargains right now. Shop and see exciting ensembles like this—with princely airs and plain-jane price-tags!



**SOMETHING TO CROW ABOUT!** It's Cannon's gay "Chanticleer" ensemble—the cheeriest, charmingest new towel design that ever came to town! Bordered in red, brown, blue, green, yellow—for a country-fresh touch!



**SOFTER THAN SPRINGTIME**—that's the heavenly caress of Cannon towels! Make a note to feel their finish—Cannon's exclusive "Beauti-Fluff." It means a luxury texture... a thirstier texture—for no extra cost!



**LOOK FOR "BRILLIANTS"!** All these luminous new hues—Lightning Pink, Sun Gold, Rocket Blue, Limelight! You'll find even Cannon's very latest lovelies among this spring's towel "specials" truly "brilliant" buys!



**FRESH GREENS GALORE**—from glowing Lime-light to glamorous Forest! You can choose Cannon colors with a carefree hand—knowing they'll keep their bloom through countless washings and hardest wear!



**BRING HOME BARGAINS** by the soft, bright heap—be set for summer needs! When you're shopping the sales, make sure to get the most for your money—get Cannon. You'll be celebrating this season's buys for many a spring!



# Ipana tooth paste gives 'round-the-clock protection against "Tell-Tale Mouth"

***KEEPS BREATH and TEETH CLEANER... REDUCES TOOTH DECAY!***



Yes, using Ipana® regularly after eating removes major causes of mouth odor — keeps breath and teeth cleaner all day and evening.

This gives you really wonderful 'round-the-clock protection against "Tell-Tale Mouth."

And it **reduces tooth decay** one of the best ways known.

Ipana contains **all** the ingredients necessary for effective mouth hygiene, including two scientifically formulated **cleansing, purifying** ingredients.

Try it. Check the clean, keen-tasting **freshness** Ipana gives your whole mouth. Get this tooth paste that is **time-tested** and **proved** in use by millions!

***'ROUND-THE-CLOCK PROTECTION  
FOR YOUR WHOLE MOUTH!***



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Products of Bristol-Myers



**Drive carefully 'round-the-clock!  
The life you save may be your own!**





**BEFORE BEING DUNKED** Margaret Bourke-White dangles to photograph practice rescue. When helicopter failed and sank, she had to be pulled from sea.



**AFTER BEING STONED** in Tokyo riot, Miss Bourke-White retreats to battered staff station wagon. She suffered a dozen momentarily unnoticed wounds.



**READY TO SHOOT**, East German police and Russian soldiers (behind sign) fired at Carl Mydans just after he took this shot of Berlin barricade last May 30.



IN TOKYO MICHAEL ROUGIER SWIVELS FROM SWINGING CLUB OF RIOTER

## SPEAKING OF PICTURES...

... Covering the news with a camera is one good way of getting into trouble





DURING MAY DAY RED ATTACK. PUNCHED, CLUBBED AND STONED, ROUGIER WAS STUNNED TEMPORARILY, BUT HE RECOVERED AND KEPT ON SHOOTING

In 1938 Howard Jones, Knoxville *Journal* cameraman, was able to aim his camera point blank at a man (*right*) who was taking four point blank pistol shots at him. (The pistol missed.) Cameramen seldom get such a chance to shoot their own perils or even to be photographed while in danger, even though the world's increasing quarrels give them more and more chances to get personally embroiled. However these pictures, taken by other photographers, show LIFE cameramen exercising an occupational tendency to get into trouble.

The cameramen's trouble seems to spring from

the camera itself, which frequently enrages anybody or anything it is aimed at. Knowing this, news photographers are philosophical about being slugged by rioters (*above*), chased by bulls, stoned by mobs (*left*), assaulted by murderers, overrun by rodeo brones, or dunked by helicopters (*upper left*). In time of war the dangers intensify: Frank Noel of the Associated Press is a prisoner in North Korea; LIFE's W. Eugene Smith bears the scars of grievous wounds suffered in World War II, in which five press cameramen in addition to many service photographers were killed in action.

TWO-FISTED GUNMAN ED McNEW SHOTS BACK AT PHOTOGRAPHER →



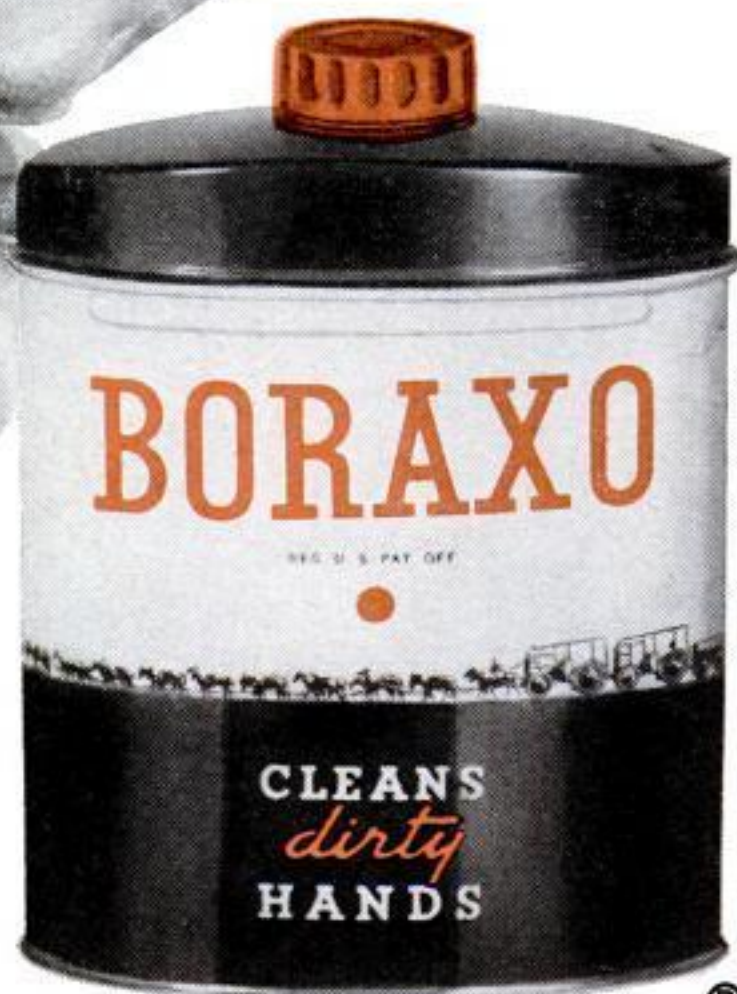


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## Even Bud forgot the pie!

**Table talk** had centered around the presidential election. Then Nancy asked, "Dad, how does the electoral college work?" "Well, er" said Dad. "It a . . ." "Hey," chimed in Bud, "Let's look it up in World Book!"

**Soon the discussion** turned to democracy, and World Book's fascinating article on "government" was in the thick of it. Bud read parts of it aloud and everyone joined in the discussion. Mom

brought in the pie unnoticed. World Book had provided such fascinating food for thought that even Bud forgot the pie! . . .

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This One



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**"Careful...they'll float away!"**

Oh, missus, they'll be *light* . . . if you reach for the Bisquick! Wonderful Bisquick that has all the fine biscuit makin's already in it . . . already measured out and blended together lots more carefully than you'd want to bother doing. All's left for you to do for beautiful floaty-type biscuits is add milk to Bisquick. Quiet hint: Father's day is soon . . . and fathers love homemade biscuits. (Fathers love all the things Bisquick makes so good, so easy. See 'em there across the bottom of the page?) Reach for the Bisquick, ma'am. You'll see . . . for feeding a family, you can't beat Bisquick!



DUMPLINGS



MUFFINS



PANCAKES



WAFFLES



COBBLER



COFFEE CAKE



MEAT PIE



BISCUITS



VELVET-CRUMB CAKE



CINNAMON ROLLS



SHORTCAKE



COOKIES

*For feeding a family you can't beat* **Bisquick**



# LETTERS TO THE EDITORS

## SPEAKING OF PICTURES

Sirs:

You showed the tanker *F. L. Hayes* blazing brightly 12 hours after the collision in the Chesapeake-Delaware canal (Speaking of Pictures, LIFE, May 26). Here is my picture of the ship still burning 10 days later.

CARL W. THOMPSON JR.  
New Castle, Del.



THE HAYES STILL ABLAZE

## BERTRAND RUSSELL IS 80

Sirs:

I thoroughly enjoyed "Bertrand Russell is 80" (LIFE, May 26). His is a brilliant mind. And his prose has great style and beauty. . . .

DON ALLEN  
Los Angeles, Calif.

Sirs:

This gyrating mountebank's "philosophy" is a miserable hodgepodge of contradictions. His English is that of a sophomoric rhetorician. The lime-light-loving old reprobate deserves no kowtows.

JAMES P. DERUM  
Detroit, Mich.

Sirs:

I did not like your patronizing "appreciation" of Bertrand Russell. . . . You declare Russell is "wrongheaded" when he points out the unassailable fact that this country is in the grip of hysteria!

JOHN MILNER  
New York, N.Y.

Sirs:

In *Sceptical Essays* by Bertrand Russell (published in 1928) is a chapter titled "The Danger of Creed Wars." Notice how clearly he called this turn almost a quarter of a century ago:

"There are in the world today only two great powers; the U.S. and the U.S.S.R. . . . The U.S. dominates the rest of the American continent, and Western Europe; the U.S.S.R. dominates Turkey, Persia and most of China. The division is reminiscent of the medieval division between Christian and Mussulman; there is the same kind of difference of creed, the same implacable hostility . . . in China, the military and economic strength of the West has given it prestige and at the same time caused it to be hated. . . . Thus Russia offers a model in emancipation from the West and help to the Chinese. . . . It is not improbable that, 20 years hence, the Bolshevik ideology will be in power throughout China, and will [bring] a close political alliance with Russia. . . ."

JAMES E. FOSTER  
Evanston, Ill.

## FISH AND FOREIGN POLICY

Sirs:

After reading your editorial on "Fish and Foreign Policy" (LIFE, May 26) I regretted one thing about it: its location.

The editorial should have been on the front cover, in large print, where more of us might see it.

HARRY M. HEIBERG JR.  
Portland, Ore.

Sirs:

American tuna fishermen have no great fear of Peruvian competition. The competition which neither they nor we can meet in the U.S. market is from the Japanese. Peru will be driven out of this market by the Japanese fishermen before we are. Peru is an innocent bystander in this scrap and stands to lose whichever way the decision goes.

ANTHONY D. MADRUGA  
San Diego, Calif.

## TAFTS OF CINCINNATI

Sirs:

It is indeed refreshing to read in "The Tafts of Cincinnati" (LIFE, May 26) about a real American family that did splendidly, by its own efforts. . . .

MRS. FRED HARRIS  
Omaha, Neb.

Sirs:

On your family tree of the Tafts you omitted the daughter of Henry Waters and Julia Smith Taft—Louise Witherbee, who married George H. Snowden of Pittsburgh. Here was created an alliance with the Snowdens of western Pennsylvania, who were instrumental in the development of "beehive" coke ovens during World War I—vital to the steel industry.

Louise Taft Snowden had two sons. Henry Taft Snowden was one of the pioneers in setting up the U.S. air base at Natal, Brazil in World War II, and is now on the aviation policy staff of the Department of State. The other, Charles Taft Snowden, landed on Anzio Beach a corporal and left it a captain, with quite a few chunks of metal throughout his person. He is now a radio sports announcer.

Louise Taft Snowden also had a daughter, Marion Louise, who was foolish enough to marry me; and, by a curious coincidence, I graduated from Taft School!

LIEUT. JAMES H. REED, USMC  
Camp Lejeune, N.C.

CONTINUED ON NEXT PAGE

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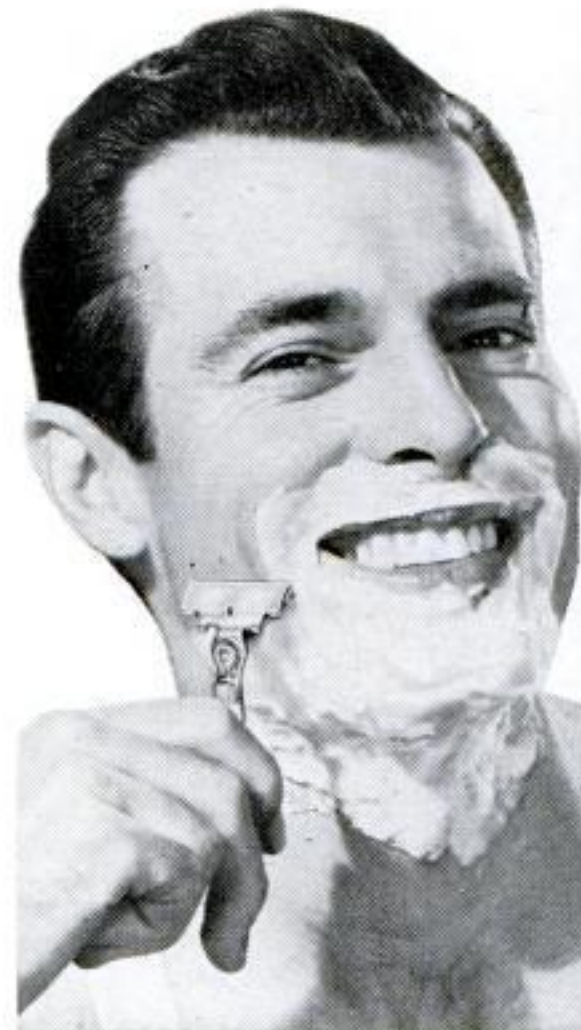
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Blade always at same, precise angle!

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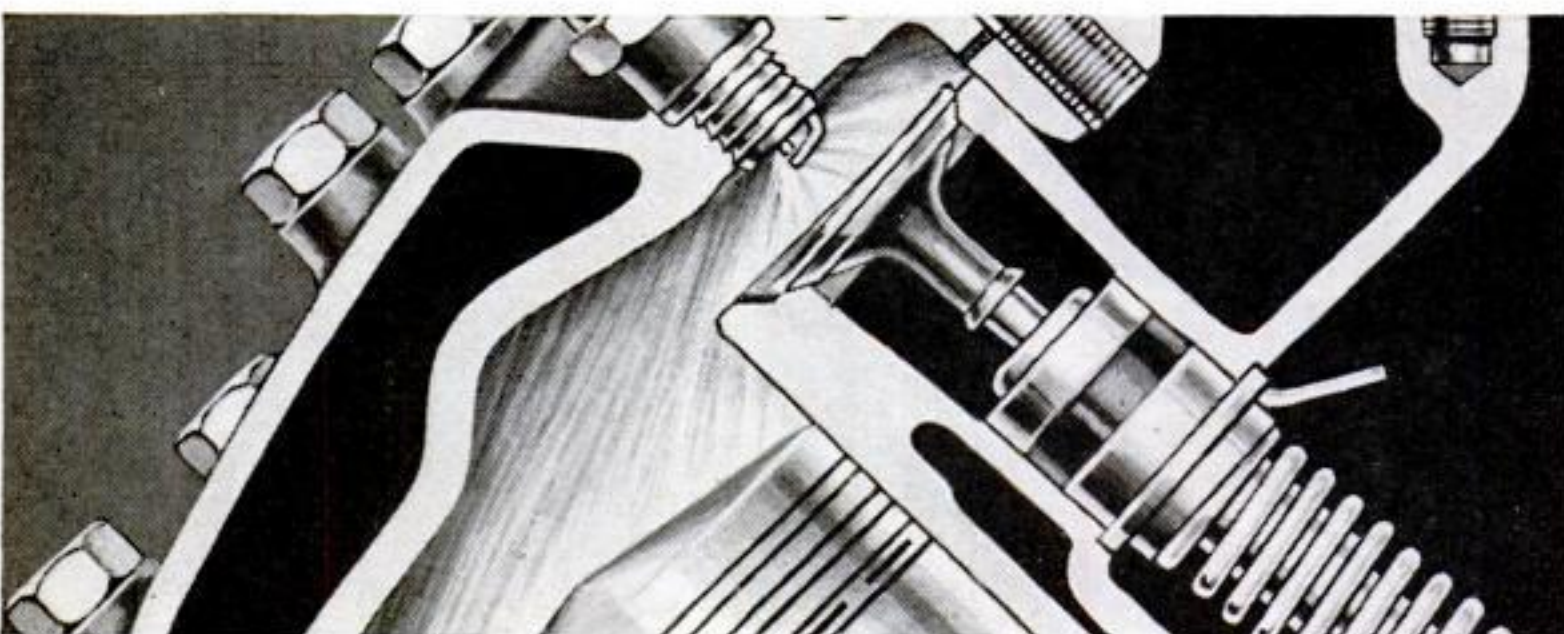


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Available at all Ford Dealers and selected independent garages. Look for this sign.



"Specify the parts that are  
**TRACK TESTED**"

## LETTERS TO THE EDITORS

CONTINUED

### A JESUIT GOES COMMUNIST

Sirs:

I, a Catholic, feel grateful to LIFE for publicizing a rare fool, Alighiero Tondi ("A Jesuit Goes Communist," LIFE, May 26).

JOHN E. FISHER

Pensacola, Fla.

Sirs:

Remember the saying, "It doesn't make any difference if you change the label on an empty bottle."

OTIS MOORE

Long Eddy, N.Y.

### EDUCATION IN BOXING

Sirs:

Christenberry is to be commended for his endeavors to clean up the fistic game ("My Rugged Education in Boxing," by Robert K. Christenberry, LIFE, May 26). The mobsters have had a hand in almost every sport, and it is high time that they are eliminated for the good of everyone.

RUBY MANDEL

Youngstown, Ohio

### CASE FOR THE CETNIKS

Sirs:

Your comment on Captain Felman's letter on Tito and Mihajlović (Letters to the Editor, LIFE, May 26) shows the fantastic thoroughness with which the Communists have falsified history, so that the Western world—including Winston Churchill and LIFE—is still befuddled enough to believe the inflated stories of Partisan resistance, and the corollary lie of Četnik collaboration with the Nazis.

The Partisans' chief concern from the start was the establishment of a Communist dictatorship; Yugoslavia's anti-Communist peasantry resisted; the result was civil war. Says Čolaković, one of Tito's top ministers: "More men fell in that fratricidal struggle than in the struggle against the invader and the Ustaš." Tito claims his Partisans killed more Germans—but tying down Germans was more vital than killing them, and the Četniks tied down fully as many in their area as Partisans did in theirs. Late in the war certain Četnik commanders, under attack from Partisan armies (air-supplied by Americans) and driven to desperation by their own shortages, made limited agreements with the Germans. Nevertheless they maintained their independence, rescued Allied airmen even when it meant clashes with Germans and struck heavy blows whenever opportunities arose.

CONTINUED ON PAGE 10

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TO CONTAIN NO SODA

**FOR THE  
TUMMY**

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SEE IF YOU DON'T FEEL BETTER





# Taxes and Your Telephone



A considerable part of the money you pay for telephone service goes right out in taxes. In fact, the total telephone tax bill last year averaged \$2.70 per month for every Bell telephone in the country. It will be even higher this year.

Taxes are necessary...you couldn't run a city, state or nation without them. But they do mount up.

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Make  
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**NESTLÉ'S**  
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INSTANTLY! Just add two heaping teaspoons of QUIK to a glass of cold milk—stir—and DRINK! It's delicious! Rich Nestlé's QUIK powder stays mixed, too—chocolaty all the way down! No beating... no bother... and *no* refrigerating! Quick—buy QUIK—you'll love its rich chocolaty goodness! At your favorite grocers.

WITH THAT FAMOUS **NESTLÉ'S** CHOCOLATE FLAVOR

## LETTERS TO THE EDITORS

CONTINUED

The total evidence from a score of liaison officers and 600 rescued Allied airmen makes nonsense of the charges of collaboration. Major Linn Farish, senior American assigned to Tito's headquarters in 1944, was at first inclined to believe the charges against the Četniks; indeed it was he who brought out the first Partisan "documentation" against Mihajlović. But after further experience in Yugoslavia he repudiated the significance of the "documents." In a report written in May 1944 he castigated the folly of supporting the Partisans in a war of extermination against the Četniks. Before he was killed, Farish's opinion of the Partisan movement had evolved to the point of complete condemnation.

In the May 5 LIFE you reproduced only half the poster offering a reward for the head of Tito. The offer as actually printed also offered 100,000 gold marks for the head of Mihajlović!

DAVID MARTIN

Norwalk, Conn.



100.000 РАЈСМАРАНА У ЗАПЛУ ДОБИТЕ ОНАЈ НОЈИ ДО-  
ВЕДЕ ЖИВА ИЛИ МРТА НОВУНИСТИЧКОГ ВОЈУ ТИТА.

Овај плакат, који је издати у  
нашу нареду. Најважније је да  
свако од нас, који је у војсци  
или у партизанској бригади, зна  
да се бори против бандитизма.  
Бандити су непријатељи наше  
војске и партизана. Они се  
боре против нас и против  
наше војске. Они се боре  
против нас и против наше  
војске. Они се боре против  
нас и против наше војске.  
Они се боре против нас и  
против наше војске. Они се  
боре против нас и против  
наше војске. Они се боре  
против нас и против наше  
војске. Они се боре против  
нас и против наше војске.

Врховни командант  
НАРОДНЕ АРМИЈЕ У СРБИЈИ



● As it stated at the outset LIFE published the series "Tito Speaks" frankly as Tito's point of view and "as an important historical document." Mr. Martin, student of Balkan affairs and author of *Ally Betrayed*, a book on Mihajlović, here presents views on one aspect of Tito's history. With both sides heard from, LIFE now lets the argument rest.—ED.

### SWASHBUCKLER GRANGER

Sirs:

I was very pleased to see Stewart Granger on this week's cover (LIFE, May 26). It's about time you printed something for the girls. . . .

MARILYN WAYMAN

South Shaftsbury, Vt.



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time!



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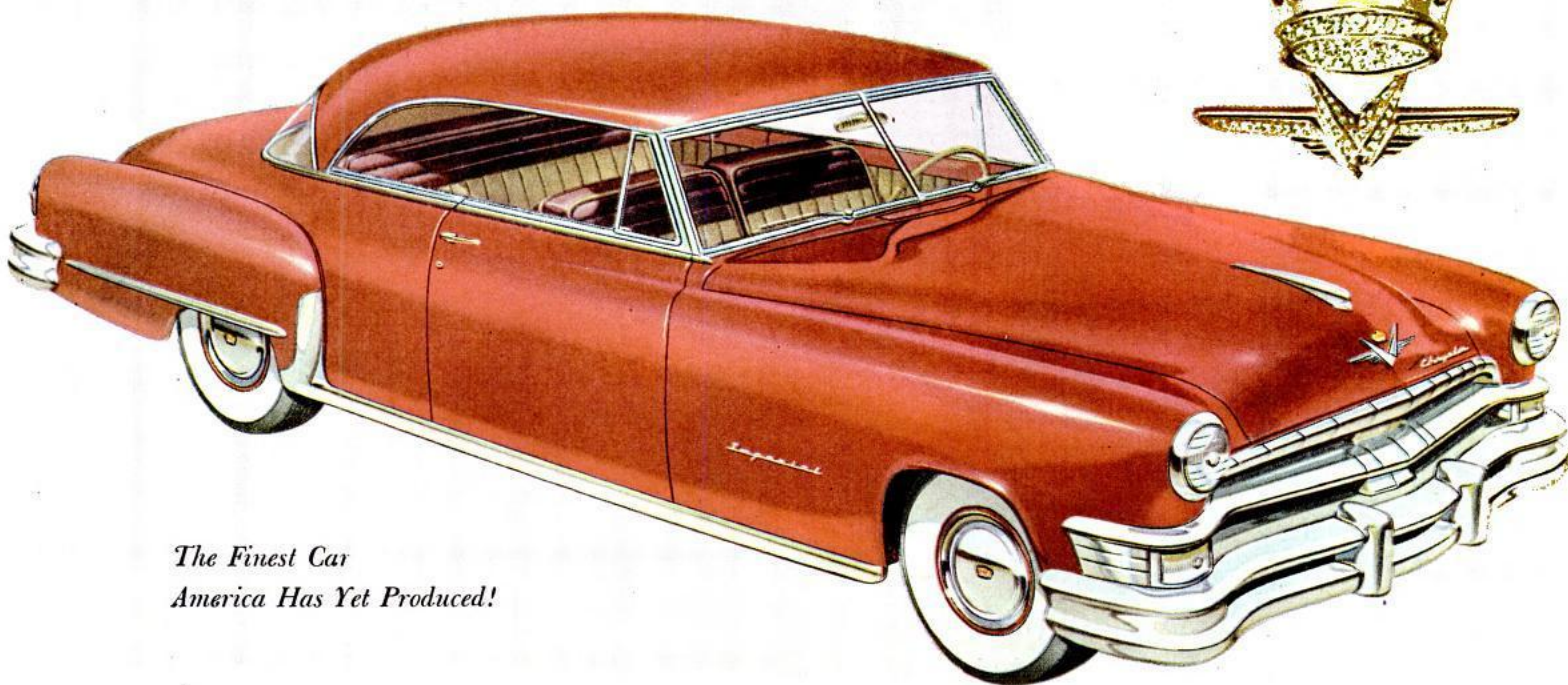


# Imperial

BY CHRYSLER

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of your community . . . the people you know who can afford any automobile in the world.*

*Perhaps never before in history has any motor car expressed so well the truly discriminating  
point of view. In the Imperial by Chrysler is taste and beauty and quality  
that set new standards for America's fine cars.*



*The Finest Car  
America Has Yet Produced!*



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## LIFE'S COVER

"As I suppose is natural in these circumstances," General Eisenhower told a nationwide TV and radio audience as he landed at Washington on June 1, "all other emotions are drowned out by the overwhelming realization that we're home again. That's enough for us." Then, after reporting to the President, he stood outside the White House wearing a broad smile and three ribbons—the Army Distinguished Service Medal with three Oak Leaf clusters, the Navy D.S.M., the Legion of Merit. Two days later he took off his uniform and went to Abilene (pp. 15-21) to make his first political speech.

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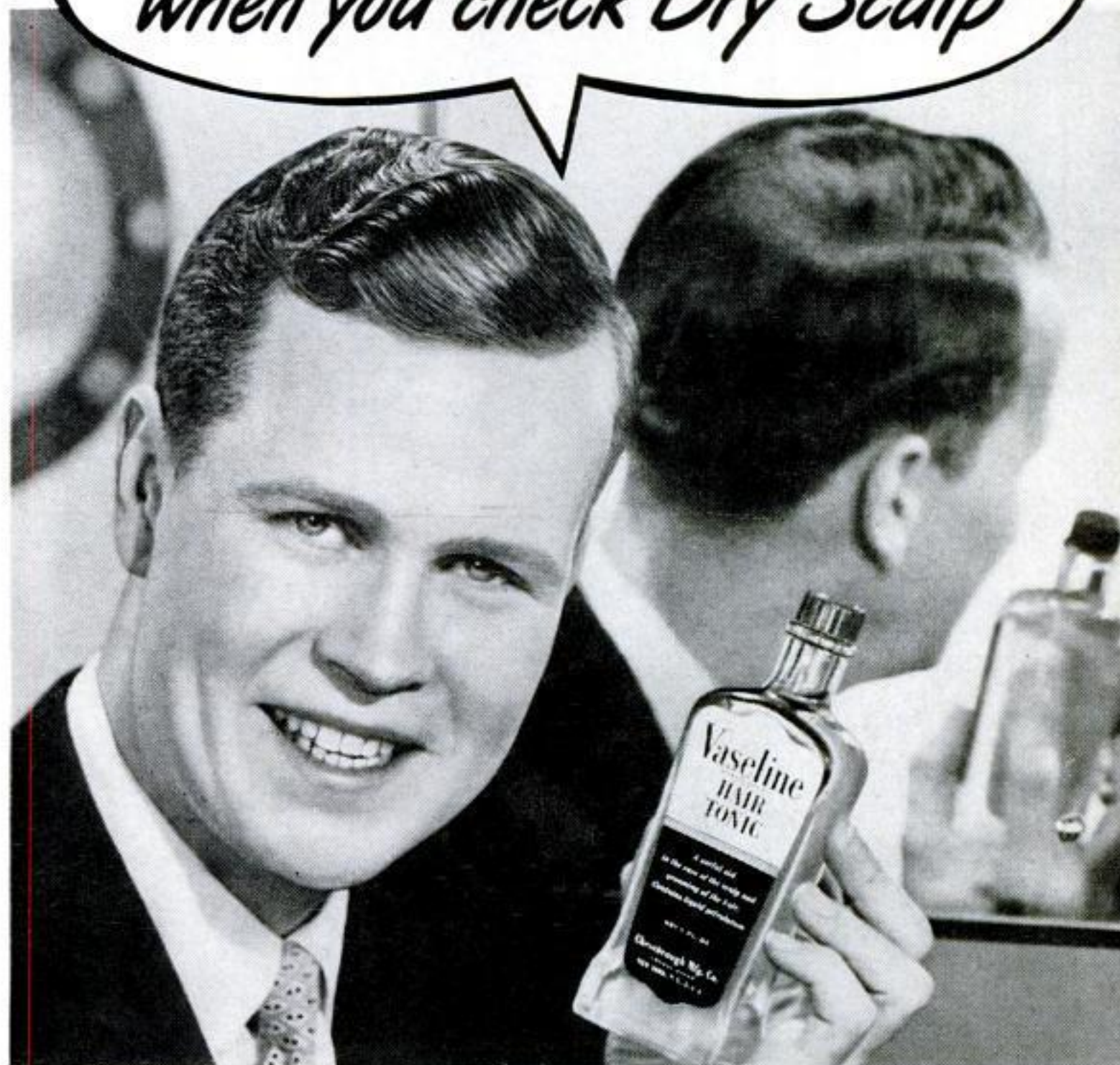
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## oh-oh, Dry Scalp!



"JEEPERS, imagine meeting a guy like Bob on a cruise. But how much more attractive he'd be if he'd do something about that Dry Scalp! Dull, dry hair that won't stay put . . . and loose dandruff, too. He'll have clear sailing when I tell him about 'Vaseline' Hair Tonic."

*Hair looks better...  
scalp feels better...  
when you check Dry Scalp*



IT'S SOUND ADVICE for you, too! A few drops of 'Vaseline' Hair Tonic a day keep your hair and scalp in fine condition. Checks loose dandruff and other signs of Dry Scalp. Makes a grand difference in the good looks of your hair. Contains no alcohol or other drying ingredients. It's double care for scalp and hair, and it's economical, too!

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**Now if you don't  
get fresher coffee it's  
your own darn fault!**



It used to be that you had an excuse. You bought coffee in a "flat-top" can expecting that can would be fresh. But there was no way to guard against disappointment! The "leaker" can that had let air in to steal the freshness—looked and felt the same as the good cans.



But no excuse now! This wonderful Chase & Sanborn is pressure-packed to stay fresher! The pressure-packed can has a firm, rounded Dome Top. There's your assurance! Press the top with your thumbs.



If it's firm you know the coffee's fresh.

If it's not firm, take another. See how simple to have fresher coffee every time?



You test for pressure  
to be sure it's fresher

**Chase & Sanborn**



## VOTERS SEE CLOSE-UP OF EISENHOWER

Mr. Dwight D. Eisenhower—a civilian seeking the Republican nomination for president—began work as a candidate last week. He started with a homely ceremony in a cornfield at his home at Abilene, Kan. (pop. 5,775), where he helped lay the cornerstone of a building which would house the trophies of his great military career. On the platform (above, right) with the cornerstone and a drawing of the museum, he stood between his oldest brother Arthur and his youngest brother Milton, who held a box of mementos to be placed in the stone. People—saluting him with “Hi, Ike”—crowded to get their first really close look at him.

Only 72 hours before, the retiring Supreme Commander, Allied Powers Europe, had been

welcomed back to Washington (see cover) with all the formality, glitter and pomp the high brass could muster. He had twice been saluted by 17 guns and then, before the traditional honor guard, had heard read the orders retiring him from his 37 years of military service.

The soldier, having changed into civilian clothes, made a swift adjustment to politics. He seemed instantly at home with voters and enjoyed himself being with them. He talked freely about his religious and political faith. At the cornerstone laying, he said, “Our parents . . . believed the admonition ‘the fear of God is the beginning of all wisdom’ . . . All would be well if man would take the cards that he had been dealt in this world and play them

to the best of his ability.” Later that afternoon, while the nation crowded around television sets to get a close look, he proclaimed the Eisenhower political credo.

His opponents criticized him for couching his ideas in generalities, his supporters praised him for daring to restate simple truths in simple terms. It was certainly apparent to all that he was an instinctively good, if unsophisticated, politician. He had firmly established himself as a middle-of-the-road Republican. And although he had not committed himself on some specific issues, he had, by the end of his first week in politics, succeeded in giving the country a good idea of what he believed and what he would stand for as president (next page).



ABILENE BOY FINDS A WAY TO GET A FIRST LOOK AT IKE AND BROTHERS ARTHUR (LEFT) AND MILTON





## NATION ALSO HEARS HIM ON THE ISSUES



### ON THE KOREAN WAR

How can we end the Korean war? Because of the enemy build-up, Ike answered, "I would not think it would be possible . . . to carry through a decisive attack which we would call tactical or strategic victory on the ground." We should stand firm, reduce losses, and try for a decent armistice.



### THE STEEL CASE

"I was not here, as you understand. . . . I really have no information, as you well know, on the steel situation . . . since the Supreme Court has ruled on it and I believe in constitutional processes and I believe in the power of the Supreme Court, I don't think I'll comment on the thing anyway."

### 'REASONABLE SECURITY WITH NATIONAL SOLVENCY'

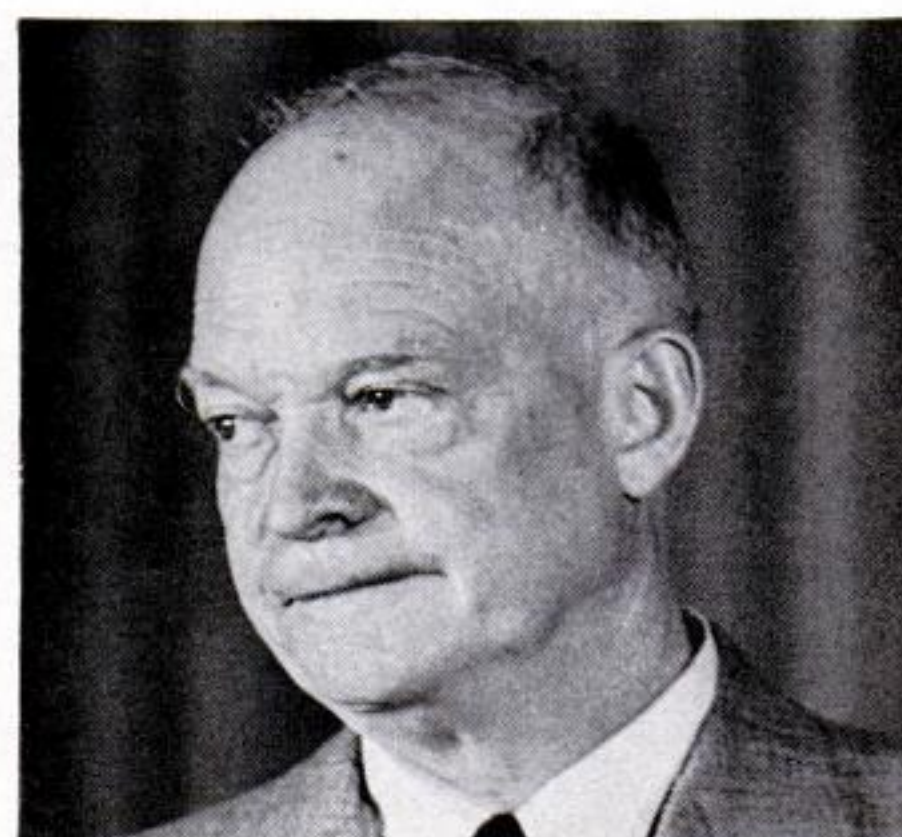
The U.S. first heard Eisenhower's political beliefs as he stood in a borrowed raincoat and addressed a rainsoaked crowd. There were, he warned, four present dangers—increasing and unreasonable antagonism between the nation's economic groups, inflation, excessive taxation and overcentralization of

the national government. He called for revival of the two-party system and the elimination of government waste, luxury and needless expenditures. "I believe," he said, "we can have peace with honor, reasonable security with national solvency. I believe in the future of the United States of America!"



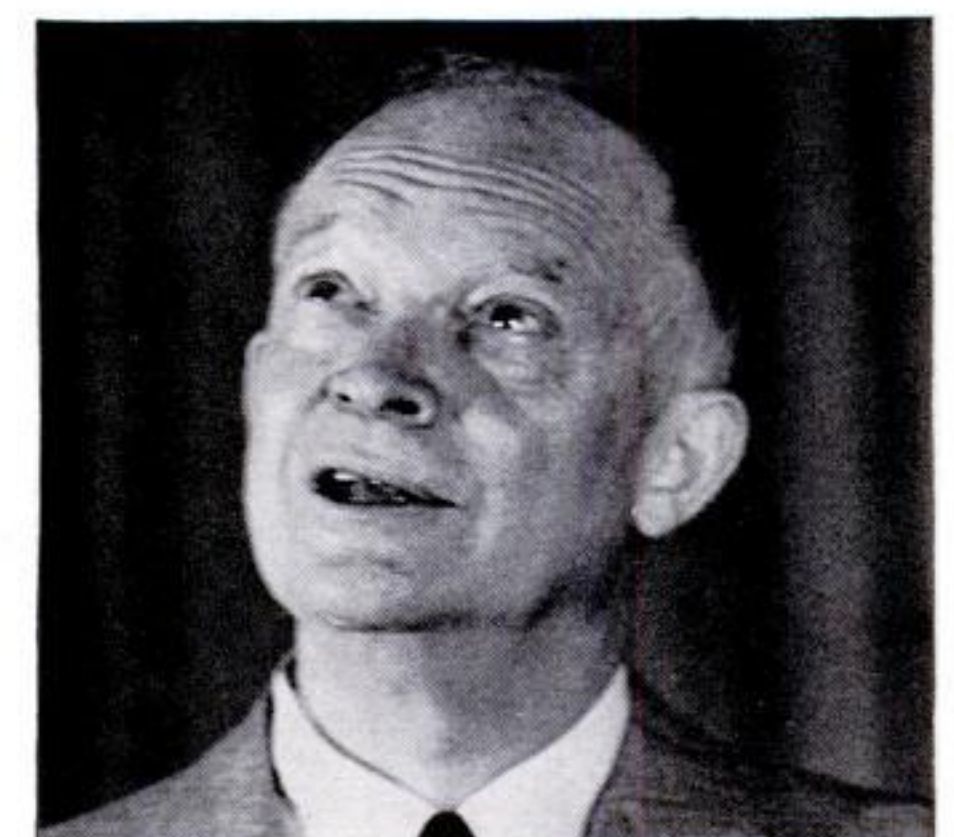
### WOULD HE USE MacARTHUR?

"... There is nothing that I would allow to bar me from seeking access to the finest brains and experience that I could find on any subject of importance to us, and if anyone with his palpable knowledge of the Far East were available I should certainly want to know what he thought."



### CHARGES OF BRIBERY

Answering reports that his headquarters had offered to pay expenses of any delegate who would visit him, Ike said he had great faith in the integrity of his backers. He himself had "never asked a man for a nickel . . ." nor, ever in his life, "attempted to make a deal for anything of this kind."



### A HARD-HITTING CAMPAIGN

When a reporter said that since Ike had risen to prominence under Democrats he might not be able to fight them hard, Ike replied he had hardly ever talked to Roosevelt and "as far as any possible connection between me and any political administration of any kind, it's absolutely a shibboleth."



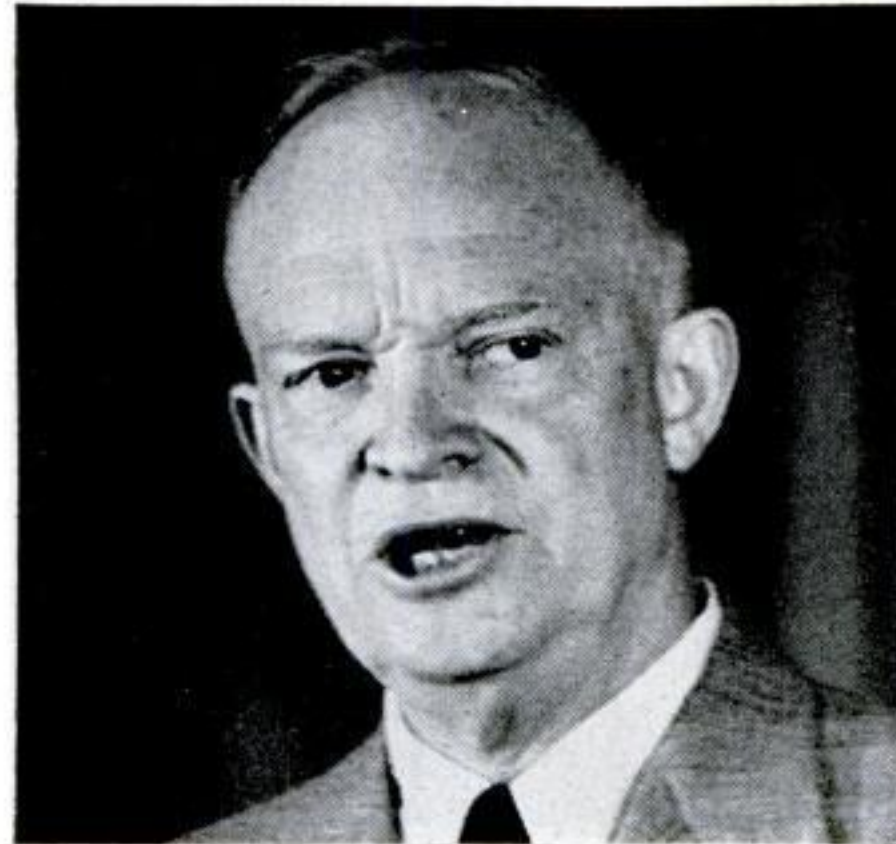
Ike's deft and cheerful performance at the cornerstone ceremony that noon had already won everybody who had come to Abilene, and in the afternoon he set out to win over some friends in the less friendly outside world. In a pouring rain he drove to the ball park past a dripping crowd of 20,000 that lined the streets to face his first big test. Against a background of wind and lightning, before batteries of movie, radio and television

equipment, he made his initial major political address to the listening nation. Next morning, in the local movie theater, he faced a more severe test. With no prepared text to read from, he held a press conference to face the questions of 300 of the nation's newsmen. While the news and TV cameras ground away, he answered the questions as quickly as they came. The pictures below show just how he looked as he was making each reply.



#### ON THE LOSS OF CHINA

Whom does he blame for the loss of China? "I am not going to talk personalities. . . . I do know that the diplomatic triumphs of that period, if any, were claimed by the party in power. The party in power, therefore, has to take some responsibility for any losses we have suffered."



#### ON SENATOR TAFT

Would he support Taft if the latter were nominated? Ike said: "I will support any Republican ticket that is nominated by the Republican convention"—on the single assumption, he added, that the platform is going to be something like the 1950 Republican declaration of principles.



#### ON THE FEPC

"I do not believe that we can cure all of the evils in men's hearts by law and when you get to compulsory action in certain specific phases of this thing [Fair Employment Practices Commission] I really believe we can do more by leadership in getting states to do it than to make it a federal, compulsory thing."



#### THE TAFT-HARTLEY ACT

"We have got to find a way, a means, of respecting advances that union labor has made. But I do believe that when we just pile law on law, complication on complication . . . we are not doing too well. How can labor prosper unless the farmer and the investors and all the rest prosper?"



#### WILL YOU BEAT TAFT?

"I haven't the slightest idea," said Ike. But, having allowed his name to be entered in the race, he felt "a great responsibility to a lot of people who, rightly or wrongly, believe that I can be of service to the United States in the political world. I'm not going to let these people down."



#### MAIN ISSUE OF CAMPAIGN

"I believe the thing that is causing us our great problem is the issue of real peace and security in the world. How do we arrange so that we can go ahead and carry out the fundamental purposes of this government without living under such an umbrella of fear and doubt and hysteria . . .?"



#### DECENTRALIZATION OF GOVERNMENT

"Our government needs a searching going-over by someone who has no obligation to the 20 years of building up that has been going on. . . . You can't just go along and produce efficiency in something that didn't need to be done at all. . . . Is this trip necessary? That's how I'd approach it."



#### SOIL CONSERVATION

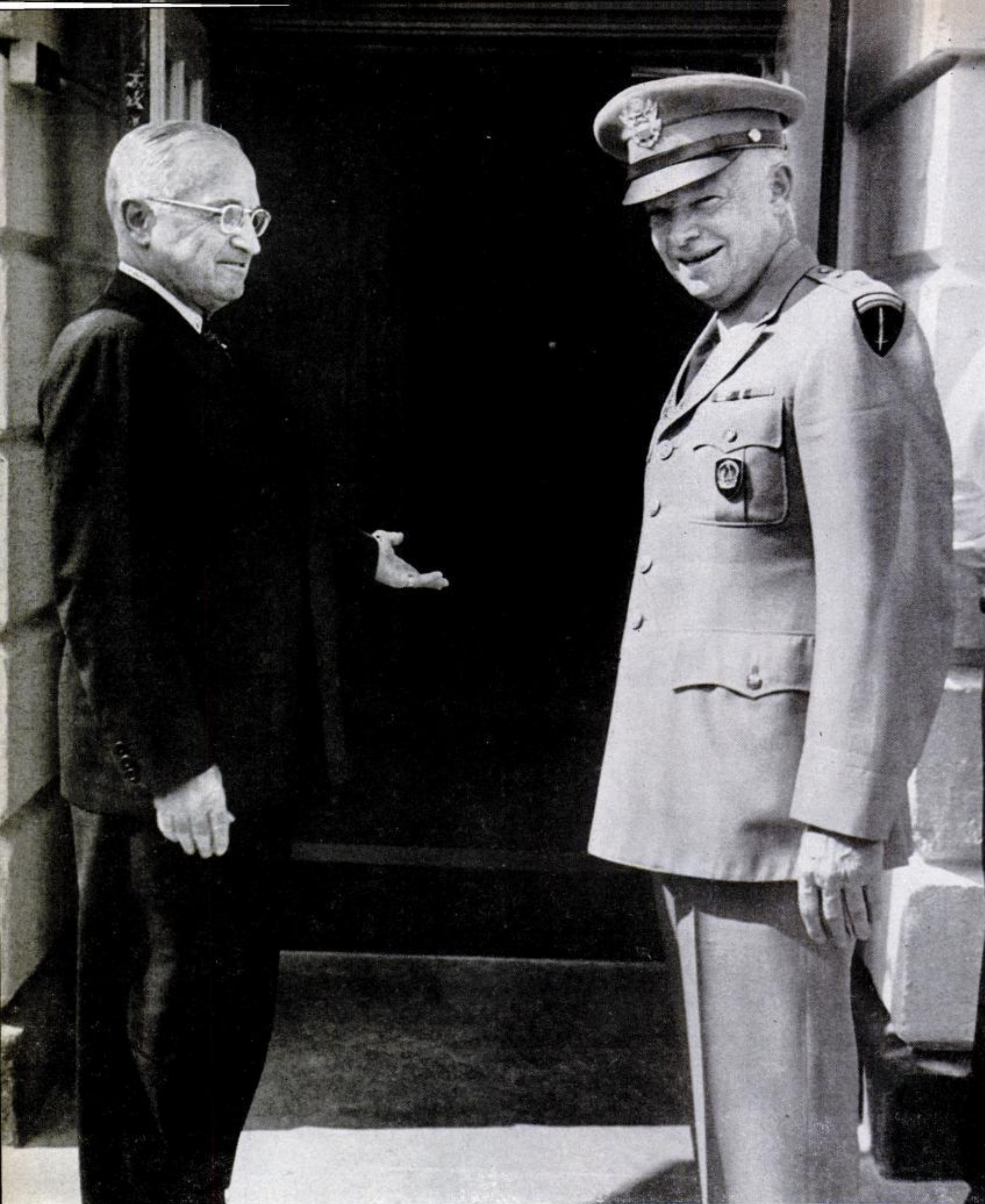
"... We have nothing so precious as our soil and we have been negligent in these past 300 years in allowing it to float down our rivers. We must get after it. Again, I want to do it so far as it can be done, locally, with the major part of the responsibility in the local areas."



#### HOW DO YOU LIKE THIS ROUTINE?

He wouldn't lie and say he loved it, but he was in it heart and soul. Final question: Had he dreamed, leaving Abilene, that he'd return running for President? "I don't know what dreams crowd the head of a young boy," but his problem was whether to be "a Hans Wagner or a railroad conductor."





**AT WHITE HOUSE DOOR** Harry Truman extends polite hand to usher Ike inside. Ike went there

directly on arriving in U.S., came back the next day to receive a fourth Oak Leaf cluster for his D.S.M.

**Eisenhower** CONTINUED



**FIRST BABY KISS** at Washington airport makes Ike tell the cameramen, "Give me time to break in."

## IKE JOINS ABILENE

From Washington to Abilene, from the White House portico to the Hotel Sunflower marquee, the step was as swift and unnoticeable as the flip of a page. Suddenly Ike found himself back home in a town all ready to receive him. At the post office John Smith had polished the brass on the door and painted the window trim—in the whirl of the general cleanup the Wilson Brothers' paint store all but sold out its stock. To check the crowds, 150 police had been imported from all over Kansas. A peddler named Jack Gould came in from Los Angeles with a shipment of mechanical dogs to sell. Bell Telephone ran 150 new lines to the press room in the Sunflower Hotel where Eisenhower was to stay. The parade committee hired two elephants.



**IKE'S PEOPLE** (left) members of a sect called the River Brethren, or sometimes the "Plain People"

because they dressed simply, were portrayed by one float in the parade as two present-day "plain people"



(right) watched from the sidelines. The first Eisenhowers came to Abilene from Pennsylvania in 1878.





**SOAKED SAXOPHONIST** stands in pool during speech. Many women took off shoes, stood barefoot.

## IN HIGH OLD TIME

The town was suddenly covered with banners and bunting and buttons.

But the weather had other ideas. It drizzled on Ike at the cornerstone. It cleared for a moment as he rode through the crowds up Buckeye Avenue and on down N.W. Third on the way to the hotel. It poured buckets just before the parade but stopped when he climbed out on top of the hotel marquee. As the parade passed him, Eisenhower shouted and waved to old friends. He grinned as the floats went by, depicting his life. He autographed papers thrown up to him by the crowd. He even danced a bit when high school bands marched along playing *I Like Ike*. It would take more than rain to dampen Ike's delight at being back in Abilene.



**WAITING FOR PARADE**, wet watchers sit in the stands outside the Sunflower Hotel and shield heads

with papers and raincoats. After a while most gave up trying to keep dry and stood around in the rain.



**IKE'S ROMANCE**, recorded in wedding picture on the cover of *LIFE*, April 28, was prettily modeled

by young couple in the float parade. When Ike, standing on marquee of the hotel, saw float coming down



the street he pointed, gave a delighted grin and then grasped his wife Mamie about the shoulders (right).





NEBRASKA DELEGATES LED BY GOVERNOR PETERSON (WHITE SHIRT) AWAIT TURN FOR CONFERENCE

## THE CANDIDATE GETS DOWN TO BUSINESS

Once Abilene formalities were out of the way, Candidate Eisenhower began learning the art of wooing delegates, which at this stage of the campaign was more important than pleasing voters. At the home of an old Abilene friend, Charles Case (Princeton '01), he met more than 70 members of the national convention from Kansas, Missouri, Iowa and Nebraska. Since some of them were already Eisenhower men these meetings did not add many new votes,

but his directness and friendliness gave him a chance to strengthen his supporters' faith. Robert Fischer, a dirt farmer from Onawa, Iowa, came away saying, "He set me on fire."

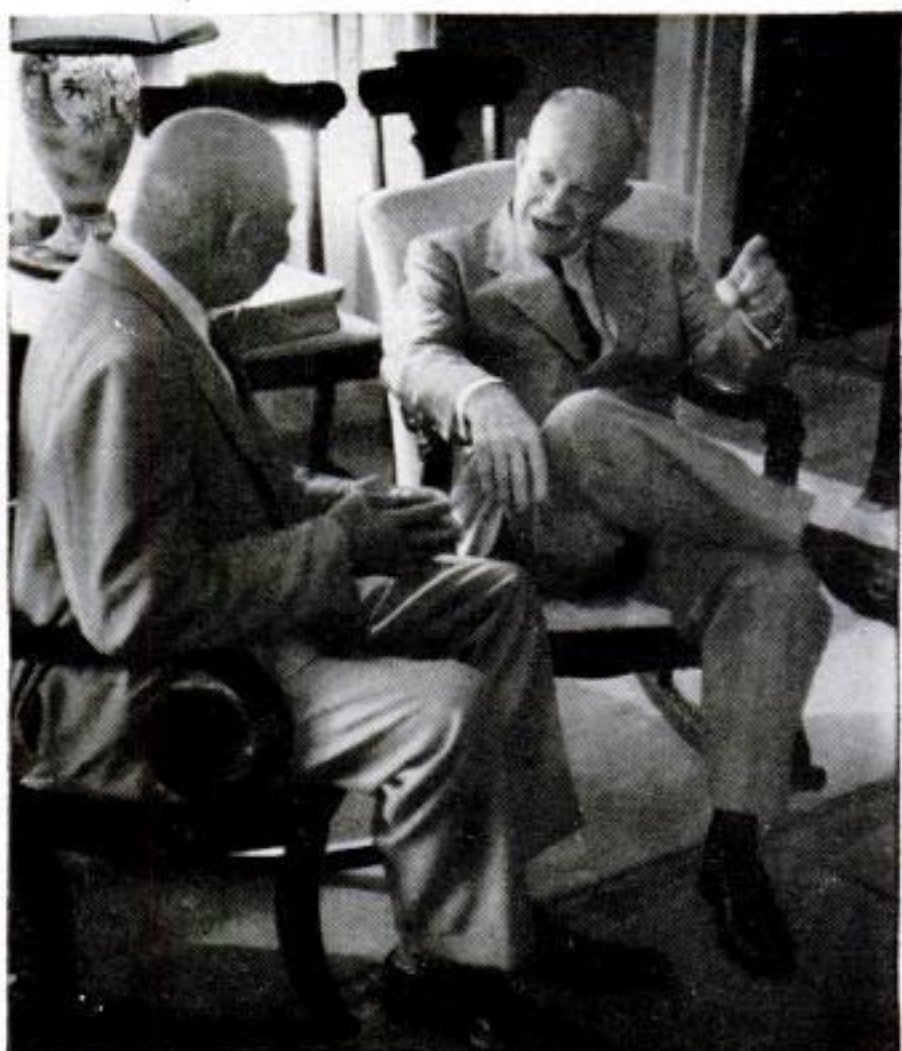
After two days in Abilene, Ike stood on the Santa Fe station (right), saying goodbye before a trip to New York. Now he would have to make a mighty sprint if he was to overtake the formidable lead in pledged delegates established by his rival, Senator Robert A. Taft (p. 28).



**SYMPATHETIC SMILE** greets an Iowa woman delegate who told Eisenhower that she remembered Mamie. After their interview Iowans gave Ike cheer.



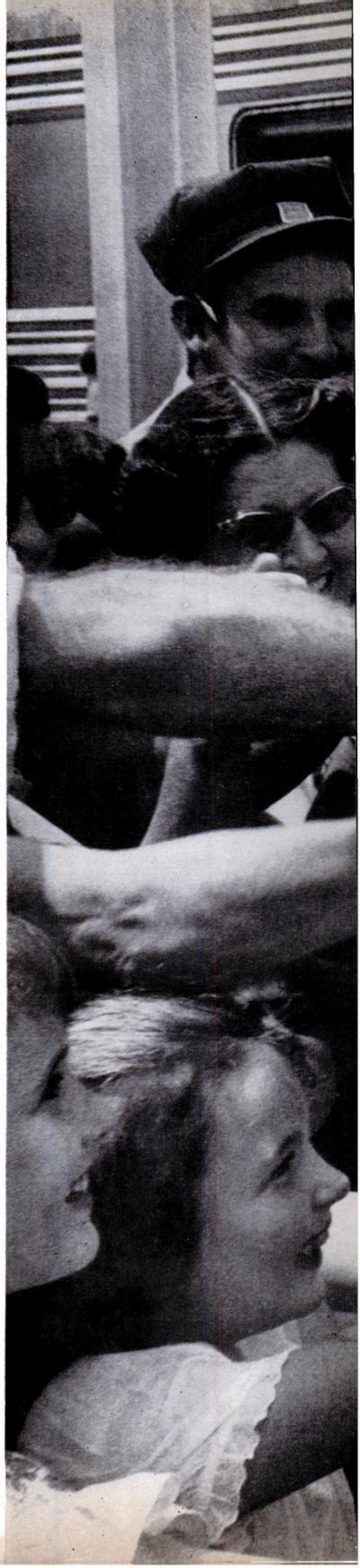
**HEARTY LAUGH** greets joke by Missouri's new committeeman "Bud" Welsh. Of state's 26 votes 17 are for Eisenhower, five for Taft and four undecided.



**LATE ARRIVAL**, Silas Garner of Missouri, had missed the delegation's train and so was granted a special interview. He and Ike talked for five minutes.



**EARLY CALLER** was ex-Stassen stalwart Mrs. F. Peavey Heffelfinger, Minnesota committeewoman. Behind her stands Governor Edward Arn of Kansas.









## THE CONSTITUTION IS INTACT

Besides the two signs of U.S. political health noted at the right, still another was the Supreme Court decision in the steel case (p. 31). Of the six majority opinions, none quite matched the simple eloquence of the late Justice Brandeis, whose words on a similar constitutional issue (in *Myers vs. U.S.*) were quoted by two of the concurring justices last week. Said Brandeis:

"The doctrine of the separation of powers was adopted by the convention of 1787, not to promote efficiency but to preclude the exercise of arbitrary power. The purpose was, not to avoid friction, but, by means of the inevitable friction incident to the distribution of the governmental powers among three departments, to save the people from autocracy."

Now that we have been saved from autocracy, who's going to save us from the terrible costs of a long steel strike? As the Court made clear, the President himself has several statutory methods that he hasn't tried yet, including the limited seizure provision of the Selective Service Act. So there is no reason why the defense program should suffer directly from this strike. As for us mere consumers, we depend as always on the variable ability of great industries to govern themselves, i.e., to solve their internal disputes for the sake of their overriding interest in production. Meanwhile, as Federal District Judge Pine remarked, there are worse things than a steel strike. Thanks to a healthy Constitution and a healthy majority of the Supreme Court, we have avoided them.

We note two recent symptoms indicating that, for a middle-aged country, the U.S. is in pretty good political health.

Symptom No. 1 is a gentle cough from the past: the virtual demise of the American Socialist party (see p. 26). It died (among other reasons) because socialism never really took root in American life. Why?

The best short answer appears in a big two-volume epitaph called *Socialism and American Life*, just published by the Princeton University Press:

"Socialism made little headway because the philosophy of Americanism was itself a kind of . . . 'surrogate' socialism. Socialism promised a classless society in the future. Americanism taught that the citizens of the U.S. already enjoyed it in the present. . . .

Socialism promised a release of productive forces. Americanism pointed to the country's rising standard of living: there were no limitations upon economic productivity, except temporary ones. Socialism preached the gospel of freedom and equality. These were the familiar shibboleths of the mythology of Americanism, reinforced by legend, history and actual fact. At every point socialism encountered the obstacle of a prior faith which was so much like it in aspiration, promise, even in phrasing, that to substitute the first for the second seemed to be pointless."

The Socialists contributed a lot of color and variety to American life, and we're sorry in a way to see them go. But it's worth noting that it was America's inherent political strength that defeated them.

## A REPUBLICAN FOREIGN POLICY

Our second sign of health concerns the Republican party and through it the future of the nation. Senator Taft made a foreign policy speech last week in which he expressed the hope that "we will have complete unity in the final development of a Republican foreign policy plank." Despite his ill-advised cracks at Eisenhower, Taft's speech was itself a long step toward demonstrating that real unity is possible and is in the making.

The key figure in this unity seems to be John Foster Dulles, who, like Eisenhower, has patriotically done foreign policy jobs for Truman, and is therefore tarred with the brush of "bipartisanship." Taft was right in saying that "bipartisanship today is a fraud." But even a so-called "bipartisan" can make a wholesale case against the Truman-Acheson foreign policy. This Dulles has shown both in recent speeches and in his LIFE article ("A Policy of Boldness," May 19).

The Truman-Acheson policies are what Dulles calls "treadmill policies," purely defensive, unimaginative, too expensive and inadequate. Taft's speech made all these points and, in fact, quoted Dulles half a dozen times with warm approval. The climax of Taft's speech was in his answer to the question, "How would you finally defeat Communism?" Here Taft, the ex-isolationist, actually looked forward to an American-led "crusade." This would not only "spread the doctrine of individual liberty throughout the world," but aim at the liberation of those "millions of heroic anti-Communist Russians, Poles, Lithuanians," etc. "who desire passionately to throw off the Soviet yoke."

The Democrats have had no policy about the fate of these prisoners of starvation. Just as the Democrats have been unable to blueprint a victorious end to the Korean war, so they seem unwilling to envision any tolerable

end whatever to the cold war. That is the case against the Democrats.

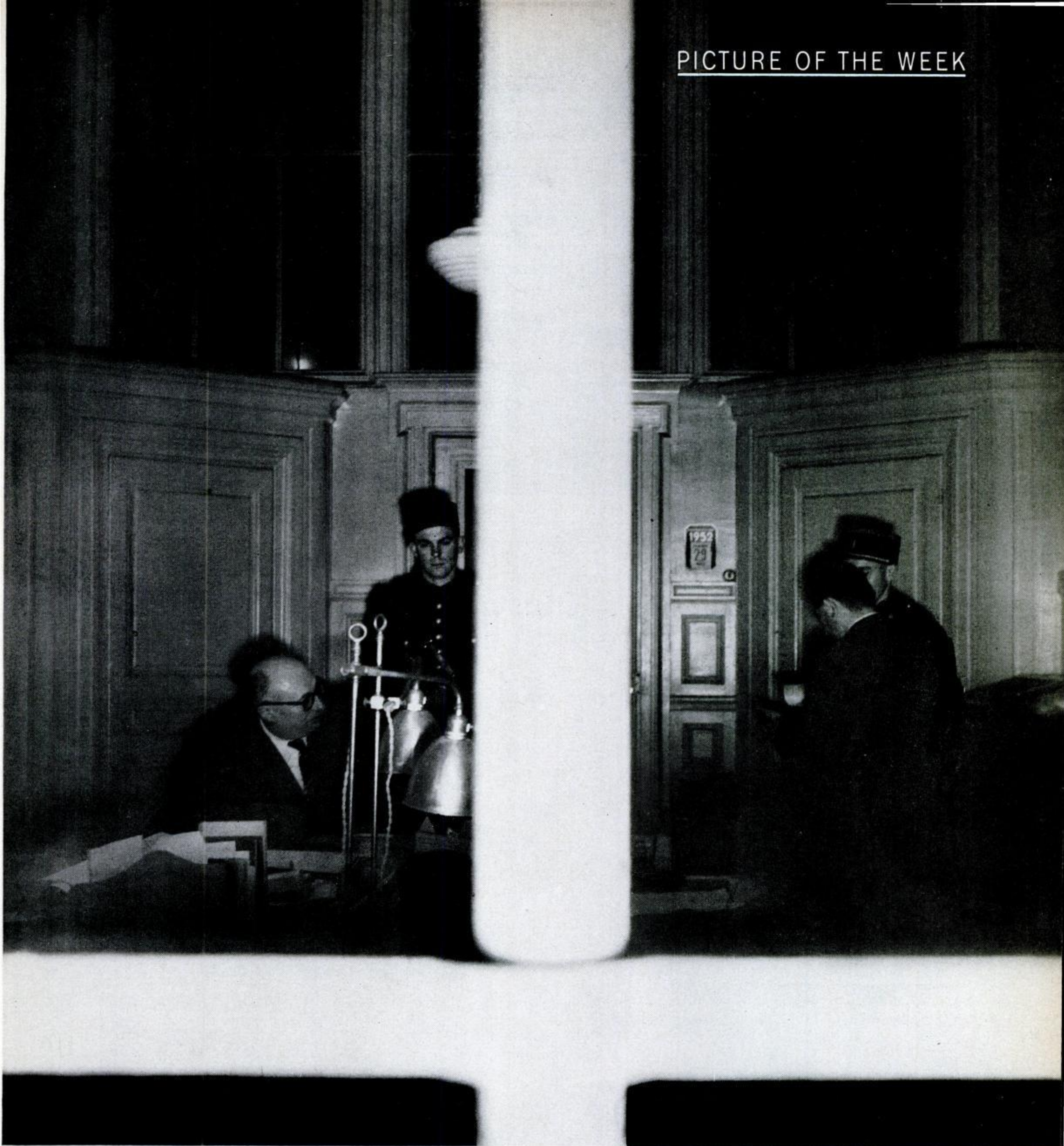
The Republicans have here such a powerful issue that one wonders why they haven't closed ranks on it before. There are two reasons. The first is their propensity for squabbling over means, which casts doubt on their sincerity about ends. Thus Taft's own Senate record does not square with his new insistence on U.S. control of the air.

But there is a more important reason for the apparent disunity in Republican foreign policy. Taft put his finger on it when he made his "crusade" conditional. "We can do [it]," he said. "But to succeed, we ourselves"—the American people—"must believe in liberty." Do we? Enough? Certainly the Democrats, whose anti-Communism has been both cautious and calamitous, have been winning elections. Appeasement, in various disguises, has proved almost as popular in the postwar U.S. as it was in prewar England. So from the standpoint of votes, you can't blame the Republicans for not wanting to test America's capacity for following the kind of leadership it has so long done without.

The basic policy which Dulles puts forward may seem to entail greater risks but the evidence is overwhelming that it will prove the policy of wisdom in the long run. Moreover, the popular enthusiasm for General Eisenhower indicates that the American people have not lost their capacity to follow strong leadership, when that leadership expresses the simple and permanent truths of the American experience. Of which, the universal God-given right to liberty is Truth Number One.

So here is the embryo of a united Republican foreign policy which is also American policy. Here is a real sign of health.





## NOBODY IN FRANCE EVER EXPECTED TO SEE THIS

Standing on a friend's shoulders outside the window bars of a Paris police station, a photographer took this picture of a scene nobody in France ever expected to see: the top French Communist being questioned like any hoodlum. Jacques Duclos, the Reds' acting secretary general, has been thought too powerful as head of a party which polled 26½% of the popular vote last year, and too clever, as the shrewdest brain in the Cominform, ever to fear the

law. But here he is after being arrested in Paris armed and leading an anti-Ridgway riot. The arrest not only surprised France, it surprised and infuriated the French Politburo which set up a cry of protest, spurring the Red-run General Confederation of Labor to force his release by a general strike. Duclos himself was cocky at first. "There's democracy, *messieurs*," he cracked. "Admire it." But then he too was surprised, for Frenchmen seemed to admire it

indeed. Union workers largely ignored the call to a strike. The police went ahead raiding Red strongholds. The government, ignoring his protest that he enjoyed parliamentary immunity as a National Assembly deputy, planned to arraign Duclos under an 1853 law making it a crime to bear arms against the government. Though embarrassed by his clumsiness at being caught, the Politburo put up a brave front, praised Duclos for leading his troops in the field.





**THE WIDOW WHITE** demolishes a sign on the Ziegenhardt farm after taking it over in March 1951. Signs painted on heavy board fence built around the barnyard read: "Fort Ziegenhardt, Sorry Grace."



**ON REOCCUPIED FARM** Paul and Chris Ziegenhardt stand with Gilliland (left) after Widow White's tenants had been evicted. They put up a dozen signs like this one, reading "Freedom's Outpost," "Equal Justice under Law," "See Historic Fort Ziegenhardt," "Visitors Welcome," and have turned farm into a sandbagged, stockaded fort.

## BATTLE FOR AN OLD HOMESTEAD

**Michigan farmers take a violent hand when one widow tries to get another widow's land**

In Lapeer County, Mich. last week a mob of farmers fell on Sheriff Clark Gregory and threw him off the Widow Stevens' farm, which he was trying to take away from her. With this outburst a case which has been on the calendars of Michigan courts for 17 years finally turned to violence.

Back in 1935 the Farmer's Mutual Fire Insurance Association went bankrupt and hundreds of dismayed Lapeer County farmers found that, according to the fine print in their contracts, they were liable for the company's \$90,000 debts. Led by former private detective and ex-Ku Klux Klanner Clayton Gilliland, 500 of them banded together to fight payment. The case went up to the state supreme court 17 times and through 100 lesser court actions. The farmers have spent \$60,000 in fees

alone. Most of them gave in and paid their share of the debt.

But not the prosperous Ziegenhardts, who owed \$274.10, or Elizabeth Stevens, a poor 60-year-old widow who owed \$172. Insurance company receivers got a judgment on their properties and in 1948 sold them at auction. Both farms were bought by Grace White, a rich widow of Lapeer, who paid \$500 for the Widow Stevens' 80 acres, \$13,000 for the Ziegenhardts' place.

Last year the Michigan state police pushed the Ziegenhardts off their farm, put the Widow White's tenants in. But Gilliland's farmers put the tenants right out. When Sheriff Gregory and his deputy, Ron Reedy, were repulsed at the Stevens farm last week, he started making arrests, vowed he would be back. If he did, shouted Gilliland, "The fields will run with blood."



**THE WIDOW STEVENS** stands in front of the farmhouse in which she has lived for past 24 years.



**WARNING SHERIFF**, Farmer Boyd Schriber tells Gregory and his deputy to get off the Stevens farm.

The sheriff and deputy started for farmhouse anyway. Picture at upper right shows what happened.





**THIS IS  
EXEMPT PROPERTY  
FROM SEIZURE  
THIS IS A  
WIDOW'S HOMESTEAD.**

**TWO FIGHTS GO ON AT ONCE AS FARMERS FLATTEN DEPUTY NEXT TO HOMEMADE SIGN AND MAUL SHERIFF IN FRONT OF STEVENS' HOUSE (UPPER RIGHT)**



**FORCED INTO CAR** by farmer with an arm grip on him, Clark Gregory was told, "Get going." He and deputy left, promised to be back, maybe with state police.



**VICTORIOUS FARMERS** wave flag, sing *America* after Gregory left. Mrs. Stevens, who stayed indoors through fracas, then came out to thank her defenders.





**PRESIDENTIAL CANDIDATE** Darlington Hoopes, 55, Reading, Pa. lawyer, addresses meeting.



**PARTY BACKBONE** and its national secretary, Robin Myers, has to type the official mail herself.

# SOCIALIST TORCH BURNS LOW

A once fiery crusade holds what may be its last national convention

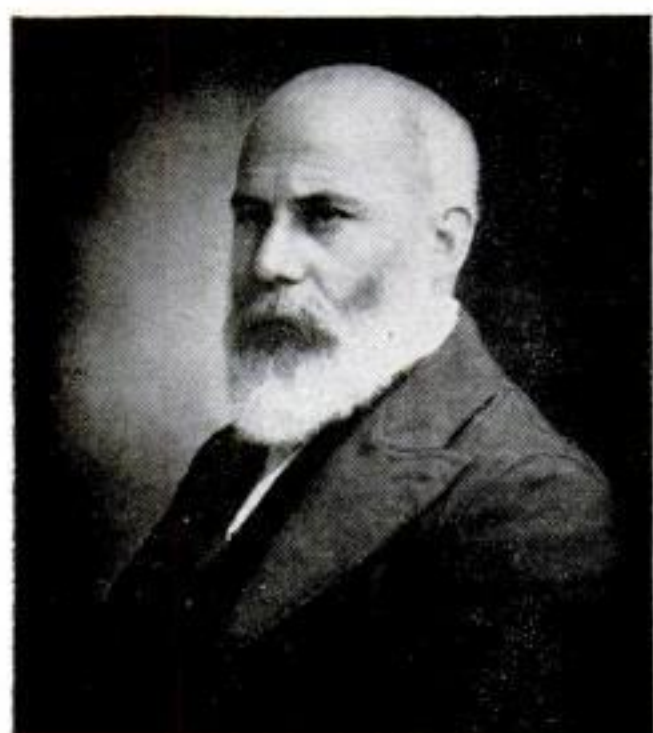
Last week in the Hotel Hollenden in Cleveland a small national political convention drew to its close with the disconsolate air of a poorly-attended wake. This was the 28th convention of the American Socialist party, less than 150 of whose members had gathered to nominate a presidential candidate (*left*). They pledged a slender \$7,195 for a campaign fund, flayed the big, rich major parties, quarreled shrilly among themselves, and then went their ways. Yet even the nomination of a candidate whom none of his supporters concede the slightest chance of winning in November was a kind of victory for moribund U.S. Socialism. Before the convention there had been doubt that the tiny (3,000-member) party would bother to nominate one.

When the U.S. Socialist party, rallied by the magnetic messiah, Eugene V. Debs, was formally launched in 1901 in Indianapolis, it seemed, to many a work-worn laborer and heartsick intellectual, to be man's best hope for a better nation. Until the workers ultimately seized the government, as Marx said they would, Socialism was fighting for shorter hours and higher wages, old age pensions, public ownership of utilities, unemployment insurance, the abolition of child labor. This was at a time when U.S. courts held that regulation of working hours violated "freedom of contract," 99% of the national wealth was concentrated in the hands of 1% of the families while 6-year-old girls worked

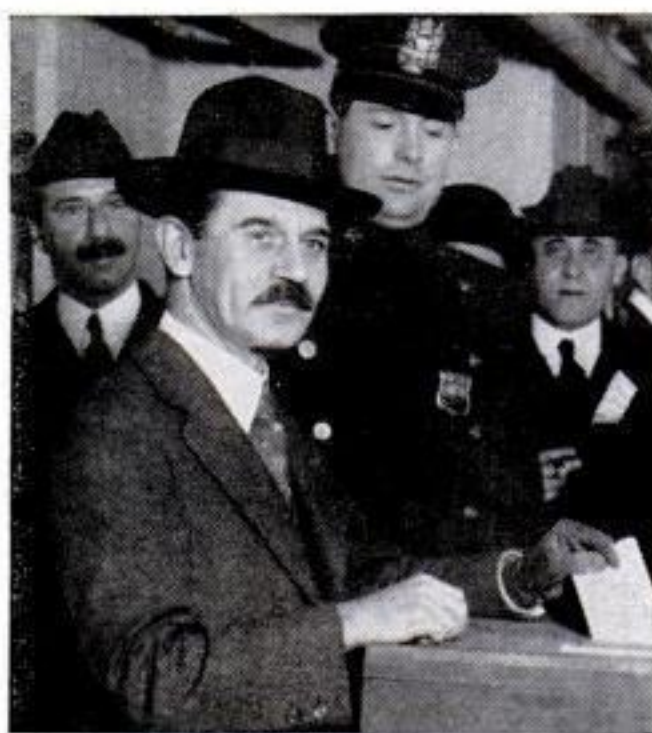
13 hours a day in cotton mills, and men's wages averaged \$1.25 for a 10-12 hour day. Some New York slums contained almost 1,000 people to the acre (Europe's worst, 485) and tenement owners made 40% profit a year on investments.

In the following decade, Socialism bloomed mightily. When he ran for president in 1901 Gene Debs got 84,003 votes; in 1912 he got 901,873. Unions began to win recognition and the "radical" nine-hour day. But the bloom wilted quickly. The party was rent by strife between its moderates, who believed in progress through evolution, and syndicalist extremists who favored revolutionary violence. Other segments defected to Teddy Roosevelt, later to Woodrow Wilson; then Coolidge prosperity made Socialism seem unnecessary. But what above all else set Socialism's sun were the New Deal's reforms: wages and hours laws, social security, strengthening of unions and slum clearance (*see Editorial, p. 22*). Perennially the Socialists had pointed the way to needed reforms, but U.S. capitalism, contrary to all Marxist theory, had proved able to travel the road without any Socialist help. Socialism was always a catalyst but never a force. This year, according to their secretary's report, the Socialists may win a place on 18 state ballots at most. Even among venerable firebrands, like those on the opposite page, there was a heavy foreboding that the Cleveland convention might be U.S. Socialism's last.

## THESE MEN SAW SOCIALISM'S RISE AND FALL



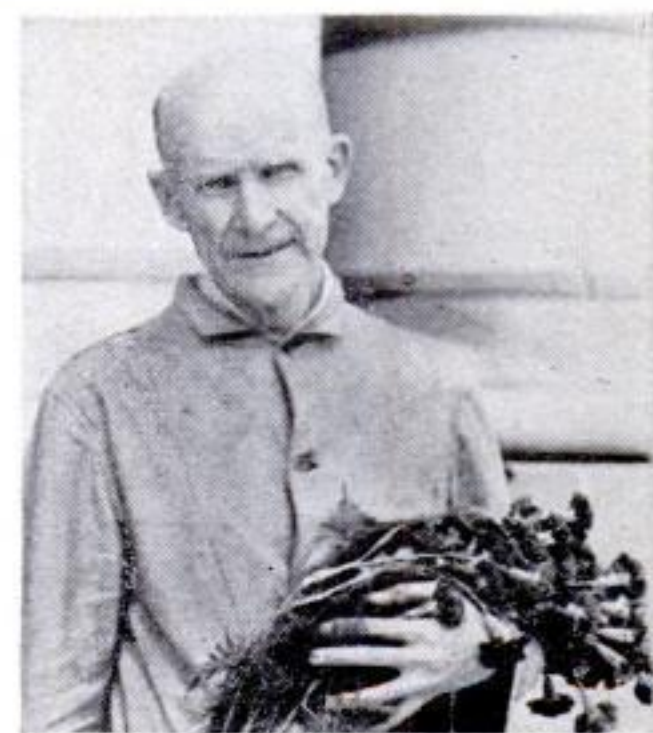
**PRECURSOR** of U.S. Socialism was Daniel De Leon who, as head of Socialist Labor party in '90s, fought against craft unions, favored industrial ones.



**FOUNDER** Morris Hillquit of New York seceded from the S.L.P. over the union issue, founded the U.S. Socialist party in 1901 with other groups.



**ALLY** of Hillquit's, Victor Berger of Milwaukee, became the first Socialist congressman in 1910, and in 1917 was jailed for his antiwar activities.



**SOCIALIST IDOL** "Gene" Debs, here holding flowers he received while imprisoned for 1918 antiwar speech, ran for president from his prison cell.



**FIRE EATER** "Big Bill" Haywood, I.W.W. head, was expelled from the party in 1913 for advocating violence, later fled the U.S. for Russia (*above*).



**TOP MAN** of recent Socialism is ex-minister Norman Thomas, six times a presidential candidate, here being egged at Jersey City meeting in 1938.



**FAMOUS MAYOR** Dan Hoan ably administered Milwaukee from 1916 to 1940. In 1912 more than 1,000 Socialists held office, 56 of them mayors.



**PRESENT MAYORS** are Jasper McLevy, of Bridgeport, Conn. (*left*), Irving Freese of nearby Norwalk. Milwaukee also still has Socialist mayor.









WITH THE SUPPORT OF SENATOR CAPEHART (LEFT), A PERSPIRING SENATOR TAFT SHAKES ONE OF 2,500 HANDS OFFERED IN 2½-HOUR INDIANA RECEPTION



**POLITICAL IMPERSONATORS** from Indiana colleges visit Taft press conference decked out as Mrs. Roosevelt, General MacArthur and Governor Dewey.

## TAFT EXTENDS HIS LEAD

He takes Indiana as opponents cry 'steamroller'

As Candidate Eisenhower was leaving Abilene (pp. 20, 21), his front-running rival, Senator Robert A. Taft, steamed into the convention in Indianapolis, peeled off his coat and set out to keep Eisenhower from making inroads on the Taft state. Fresh from victory in South Dakota, where a bare 613 majority had given him all 14 delegates, the senator now wanted all of Indiana's 32. But one delegate was elected as an Eisenhower man, another was unpledged. Senator Homer Capehart, chairman, accepted a voice vote that all 32 delegates be bound to Taft.

The lone Eisenhower delegate, newspaper publisher Eugene C. Pulliam, protested that he would not be so bound. The national Eisenhower forces, still furious at Taft's tactics in taking over the "official" Texas delegation, cried "steamroller" in Indiana and scorned a Taft suggestion that some compromise might be made on disputed delegations. The uproar had no effect on Taft's realistic campaign for first-ballot nomination. He was assured of 462 delegates against Eisenhower's 389, and he needed 142 more. From now on, said Taft, his job was to woo those still uncommitted.



## DO YOU HAVE A SPOON?

The spoon is just one of the things we left out of this picture. The other thing missing is the cheery sound of "Snap! Crackle! Pop!" you get when you add milk or cream to KELLOGG'S RICE KRISPIES. That's how "the talking cereal" tells you how good and crisp it is. So now it's up to you. If you will supply the spoon\*, Rice Krispies will do the rest.

### GOOD THINGS YOU CAN'T SEE IN THE PICTURE —

lots of energy generators, plus the natural rice values of thiamine (B<sub>1</sub>), niacin and iron.



\*We'll even help supply the spoon. See offer on back of Rice Krispies package.

"Rice Krispies" is a trademark (Reg. U. S. Pat. Off.) of Kellogg Company for its oven-toasted rice.





## **Sure** Favorite of every Party

It's a landslide! It's a walk-away... because Seagram's 7 Crown is always *Sure* to make any whiskey drink taste better at *any* party. That's why the people of these United States have elected it "first whiskey of the land"... by a record-breaking majority.

*Say* **Seagram's** *and be* **Sure**



SEAGRAM'S 7 CROWN. Blended Whiskey. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK



# COURT DECIDES, STEEL STRIKES

## Seizure ruling sends dispute back to the bargaining table

Three weeks after the Supreme Court heard the steel case (*LIFE*, May 26) the justices handed down a historic 6-3 ruling (*Editorial*, p. 28) that President Truman's seizure of the industry was unconstitutional. Minutes later Union President Phil Murray ordered his 650,000 steelworkers to strike. Hours later 90% of the nation's critical steel production stopped. And three days later industry leaders (*left*) and union chiefs were back where they had been seven months ago—arguing out differences around the collective bargaining table.

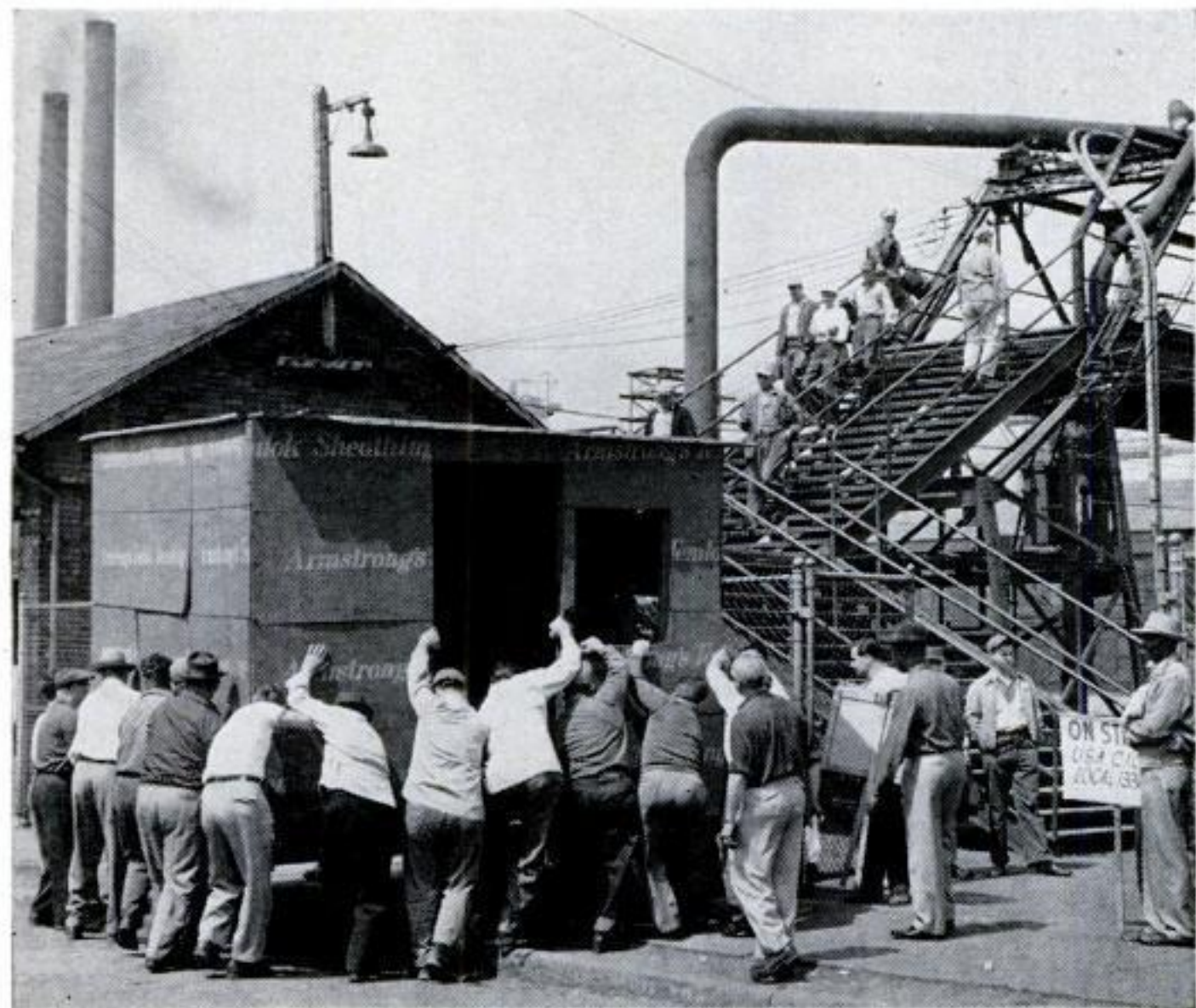
This time the government stayed out of the way, and by the end of the week Acting Defense Mobilizer John Steelman said the negotiators had made "more real progress than ever before." According to Defense Secretary Robert Lovett, the strike had better end soon. The U.S. was losing two million tons of steel a week, and he warned that the loss was "just about as serious a blow" as the armament program could take.

But though the U.S. was losing steel, it had gained a badly needed constitutional definition in the Supreme Court's far-reaching decision, which clearly limited the President's powers even in moments of crisis. Justice Hugo Black, writing the majority opinion in the seizure case, stated the issue emphatically: "In the framework of our Constitution, the President's power to see that the laws are faithfully executed refutes the idea that he is to be a lawmaker. . . . The founders of this nation entrusted the lawmaking power to the Congress alone."



**STEELMAKERS MEET** to discuss industry bargaining strategy after Supreme Court ruling is announced. Seated: C. R. Hook, Armco Steel; Eugene Grace, Bethlehem Steel; Benjamin Fairless, U.S.

Steel (holding proof of proposed industry newspaper ad); Edward Ryerson, Inland Steel. Standing: H. G. Batcheller, Allegheny Ludlum Steel; Clarence Randall, Inland Steel; A. B. Homer, Bethlehem Steel.



**STRIKE SHANTY** is heaved in place for workers' headquarters as U.S. Steel plant in Youngstown is shut down. Furnace stacks are still smoking (*background*).



**BARGAINING** takes place as Phil Murray (*right*) sets forth union demands to Steelmakers (facing camera, from *left*) Ben Moreell, John Stephens, Charles White.





2435 official delegates to the big political conventions will meet in Chicago this July, but millions of "davenport delegates" will go to convention, too—on radio and television. Get set now for the whole exciting campaign with a new RCA Victor receiver.

The 17-inch Colby. Super Set quality at a new low price. Compact table model has deep maroon cabinet. Model 17T150, \$229.95.

Be a "davenport delegate" to the conventions...with

# RCA VICTOR

## New TELEVISION Super Sets with "Picture Power"

On the first ballot you'll cast your vote for television's all-time winner! Yes, every year since television was introduced more families have demanded and bought RCA Victor than any other make!

**Top performance—now!** City or country, you get the clearest, strongest pictures possible. Here's why:

- A reserve of power—"PICTURE POWER"—goes into action automatically when it's needed.
- Television's first DOUBLE-shielded tuner and a completely shielded chassis screen out interference. Prove it yourself!

**With a built-in future!** Easily adapted for UHF without sacrificing reception from existing stations.

**"Golden Throat" tone system!** 3-way tone control and phono-jack for attaching record changer.

**Authentic styling!** Generous, well-proportioned cabinets in all the latest "decorator" finishes.

**No "extras" to pay!** Price includes Federal Tax and full-year picture tube warranty. And, there's no extra charge for the favorite—mahogany finish.

## New RADIO with the "Golden Throat"



Pick a sure winner—the RCA Victor Blaine, a powerful table radio with the rich, full tone of the famous "Golden Throat" tone system. Smart, compact plastic cabinet in seven colors. Model 1X51, in maroon, \$23.95. (Also available in antique ivory, laurel green, coffee tan, slate blue, wine red or colonial white, \$24.95.)



**Nationwide Factory Service!** RCA's own Service Company with its own factory-trained employees offers the most dependable installation and service in the television industry, and only RCA Victor owners can buy it.

"Tune in" perfect weather with an RCA Room Air Conditioner. Prices shown are suggested list prices subject to change without notice and to Gov't. Price Ceiling Regs. Model 1X51 slightly higher in far West and South.

Follow your favorite candidates on the 21-inch Meredith. Family-size television at a price to fit the family budget. Has contemporary styling, a built-in antenna like all wood cabinet Super Sets. Model 21T165, \$399.50.

# RCA VICTOR

Tmks. ©

DIVISION OF RADIO CORPORATION OF AMERICA

WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION





# LIFE ON THE NEWSFRONTS OF THE WORLD

## Battle of pinpricks goes on in Berlin, oil odds go to 180,000 to 1, and Kefauver goes on rolling

A battle of pinpricks raged in Germany as an aftermath of the signing of the German peace contract. In reprisal against the partial sealing of the West German frontier by the Russians, the British blockaded the Red radio station in West Berlin. The East Germans presented the U.S. with a \$14 million telephone bill and the British with a bill for \$4,650,000, for use of long-distance lines across Germany to their zones. Both bills doubtless will be rejected. At Leipzig a Red-sponsored German youth outfit held a big military parade and was urged by Communist President Wilhelm Pieck to become "fighting comrades of the Soviet army."

\* \* \*

The day after the Senate voted to remove all fresh fruit and vegetable price controls, the OPS took the ceiling off potatoes. Prices increased (temporarily about to the level the black market had reached), but so did shipments, and the end of the famine seemed at hand.

### Ambassadors come and go

For the first time since Pearl Harbor, Japan sent an ambassador to Washington. He is Eikichi Araki, 61, a solid businessman who used to work in the New York branch of the Bank of Japan, and whose official hostess will be his 21-year-old daughter Tomiko. The day before Araki arrived, Soviet Ambassador Alexander S. Pan-yushkin announced he was about to leave the U.S. "forever" to take a new assignment. His replacement is Georgi N. Zarubin, until this month ambassador to the Court of St. James's.

\* \* \*



SCOOTERS SCOOT PAST A ROMAN ARCH

Out of American loans and Latin ingenuity there grew the Italian motor-scooter industry, which has put wheels under half a million families that cannot afford automobiles and the gasoline to run them. Now the Vespa scooter, the Model T of Italy, is cracking the U.S. market. A thousand scooters have been shipped to Sears, Roebuck and 5,000 more are on order. Retail price: \$279. Miles per gallon: up to 125.



KOOTCH DANCE BY PROBER GATHINGS

### Congress worries about TV morals

The moral standards of radio and TV were fearlessly examined by a congressional subcommittee. Arkansas' Representative E. C. Gathings, sponsor of the inquiry, told of a lewd kootch dance he'd seen on TV, then acted it out. Witnesses, including a spokesman for the International Order of Good Templars and a spokeswoman for the W.C.T.U., complained that TV necklines were too low, that the beer commercials were too enticing, that the murders were too frequent and that the references to sex were too alluring. Groucho Marx, whose show was among those criticized, snarled that "sex has never needed any outside help. It was doing pretty well long before TV was invented." And New York's Representative Arthur Klein said in effect that if thy TV set offend thee cast it out. Parents, he said, could always "throw the damned thing out the window."

\* \* \*

Mount Everest kept its record for unscalability clear when the bad weather forced a big Swiss expedition of climbers to abandon its ascent. When and if Everest ever is climbed it will be—so far as Red China is concerned—under another name. A Peking manifesto said that Everest, which stands on the frontier between Nepal and Red-conquered Tibet, will revert to its ancient name of Chomolungma, which is Tibetan for "Goddess Mother of the World."

### Oil leases, while they last

The ads dangled the prospect of rich Western oil claims at bargain rates—\$99 and up—and since they were running in papers all the way from Georgia to Alaska, they were getting results. Thousands of suckers were scrambling for oil leases on 40-acre parcels of government land. What they got from the brokers was a lease they could get themselves, direct, for \$30. The chance that oil would be struck on one of their acres, said New York's Better Business Bureau, was one in 180,000. An Interior Department lawyer, noting that the brokers were

touting Nevada lands, said Nevada has produced no oil and as far as he knew it didn't even have an oil well. Neither, at last reports, did any of the suckers.

\* \* \*

Senator Estes Kefauver kept rolling up his score of delegates—68 in California, eight in South Dakota, 18 first-ballot votes in Maryland. Last week, when he called on President Truman, who has been rather cool to his campaign, he claimed almost 250 convention votes, confidently told Mr. Truman he expected to be the Democratic nominee. The President listened, but the senator still got no promise of White House backing.

### Walcott staves off a challenger

According to two judges and the referee, elderly Jersey Joe Walcott, the 38-year-old heavyweight boxing champion, kept his title by outpointing former champion Ezzard Charles in their fourth fight. According to a majority of the sportswriters at ringside, Charles easily outpointed Walcott, even though Joe was aided no end by Referee Zack Clayton, who kept nagging Charles about imaginary low blows while seeming to encourage the champion. But the critics agreed that Charles had not shown the kind of aggressiveness that a challenger should show when he tries to dethrone a champion. According to the records it was Philadelphia's first heavyweight title bout in 11 years, and according to many television spectators this interval wasn't long enough.

\* \* \*



DONNA DREW IN PHOENIX DUGOUT

As the new mascot of the slumping Phoenix Senators ball club, TV actress Donna Drew, 24, did her duty with such a will (including giving away door prizes and kissing home-run hitters) that gate receipts went up 40% and the club climbed from sixth to fourth in the Southwest International League. The players' wives were not enthusiastic, however, and Donna was not being taken on road trips.



# Clean faster, easier with Jet Power <sup>SUPER</sup> Suction!

## UNIVERSAL Jet 99

NEW SUPER-TYPE VACUUM CLEANER



Naturally—  
NO DUST BAG  
TO EMPTY!

## EMPTIES IN 2 SECONDS



### JUST PRESS THE BUTTON . . .

Nothing to take apart . . . no heavy motor to remove. No clips, no clamps . . . nothing to forget or "wrestle" into position. The button and the bag are out front for easy access!



### TOSS THE PAPER BAG AWAY!

No dust bags, no cans, no filters to empty. Just lift out the paper filter bag and throw it away. It's so simple and quick, it's the easiest cleaner in the world to empty!



Get a Free Jet 99 demonstration at this display.

In Canada sold by  
The T. Eaton Co., Limited

Landers, Frary & Clark (L-F)  
New Britain, Connecticut

Please deliver a New Jet 99 to my home for a thorough examination at no obligation to me.

Name \_\_\_\_\_

Address \_\_\_\_\_

City & Zone \_\_\_\_\_ State \_\_\_\_\_

America's Most Complete Line of Home Cleaning Equipment

# UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

## NEWSFRONTS CONTINUED



PRIME MINISTER (RIGHT) WAITS FOR HIS HORSE TO COME IN

Winston Churchill had a damp but not entirely dismal day at the races. At Britain's Hurst Park track he watched the running of the Winston Churchill Stakes, won by the French horse Fast Fox. Then, in a downpour, the Prime Minister saw his horse Loving Cup slosh to third place in the Liberty Handicap.

### Italy's republic has a birthday

A five-mile-long military parade in Rome, celebrating the sixth anniversary of the Italian Republic, displayed some of the rearmored might that Italy can contribute to Western defense. There were a full infantry division, an armored brigade, 200 planes and 200 tanks, many made in U.S.A. On the same day Premier Alcide de Gasperi let loose a blast at the resurgent monarchist movement which he called "dangerously divisive" to democracy in the republic. In coalition with the neo-fascist M.S.I. party, the monarchists had captured 11% of the vote in the country's provincial and municipal elections, winning control of Naples, Bari, Salerno, Foggia and dozens of other towns. De Gasperi's Christian Democrats and their allies repelled a Communist electoral drive on Rome. But the growing voting strength of both left and right extremes meant that the government would face a desperate fight for its life at next year's national elections.

\* \* \*

Slowly but surely the defiant Communist prisoners of Kojima were being reconquered. In their first real show of force since the abduction of General Dodd, U.N. troops and tanks with flame throwers entered some of the toughest compounds to bulldoze flagpoles and burn Red banners. The PWs did not resist when one compound was split in two with a barbed-wire fence. British infantrymen used tear gas to move a mob so engineers could dig for escape tunnels. Any day the prisoners of Compound 76, toughest of all and scene of the abduction, would be dispersed into small enclosures.



A U.S. TANK CREW TAKES A RED FLAG FROM A KOJIMA COMPOUND



one Spoonful  
tells you  
why

Sealtest  
is  
America's  
favorite

see the difference!

taste the difference!

enjoy the difference!

Pineapple is but one of  
the many Sealtest flavors  
that everybody loves!

get the best...get

Sealtest is a trademark of National Dairy Products Corporation, and identifies products of the Corporation and its divisions. It is the sign of the best in ice cream, milk and other foods—and it's your assurance of purity, quality and delicious flavor.





# M-M-M-M-MEAT LOAF

M-M-M-M-Made with



## MEAT LOAF—Hunt Style

You'll be lucky if there's any of this meat loaf left over for sandwiches the next day. *That's* how good it is! Brimming with flavor only Hunt's Tomato Sauce can give it.

Hunt's is a deliciously spiced cooking sauce. Not a soup, not thickened with starch. It makes your best recipes even better. For this recipe you need:

1½ lbs. ground beef 1 egg beaten  
1 cup fresh bread crumbs  
1 medium-sized onion, chopped  
¼ tsp. salt ¼ tsp. pepper  
½ can Hunt's Tomato Sauce

Lightly mix ingredients and form a loaf. Place in shallow pan in moderate oven (350°). While it's starting to bake, com-

bine the following to make your prize-winning tart-sweet gravy:

½ can Hunt's Tomato Sauce 2 tbsp. vinegar  
2 tbsp. prepared mustard 1 cup water  
2 tbsp. brown sugar or molasses

Pour over meat loaf in oven; continue baking 1½ hours longer, basting occasionally. Serve with Hunt's Cut Green Beans to 6 lucky people!

Be sure you use Hunt's Tomato Sauce. It's *all* tomato, velvety-smooth, kettle-simmered with fine spices and seasonings.

Keep several cans of low-cost Hunt's on hand. Add its marvelous flavor to your stews, soups, casseroles, spaghetti, fish dishes, and leftovers.

For breakfast or dessert



Hunt's Heavenly Peaches

## Hunt-for the best

Hunt Foods, Inc., Fullerton, Calif.

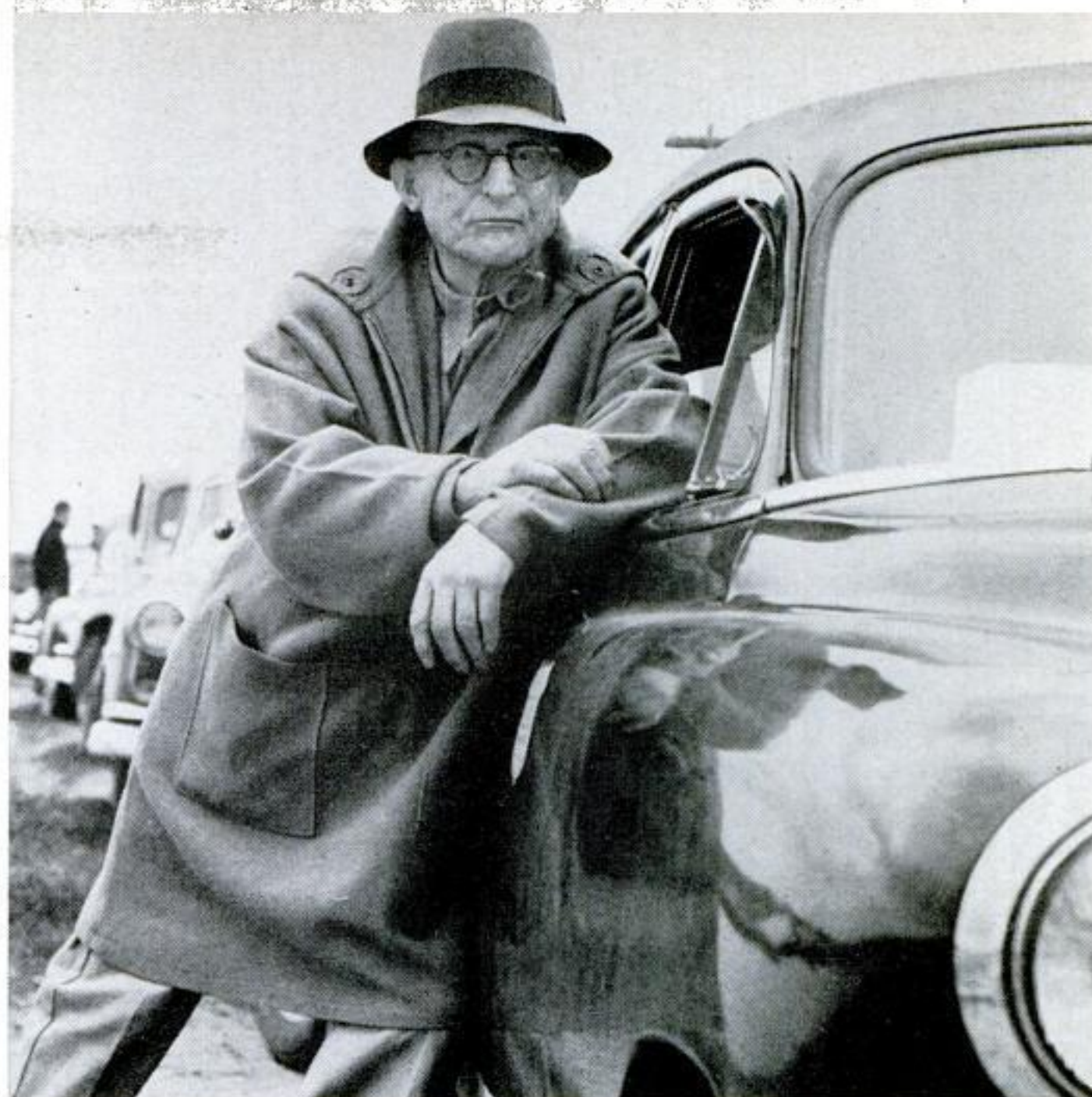


# OCTOGENARIAN'S JACKPOT

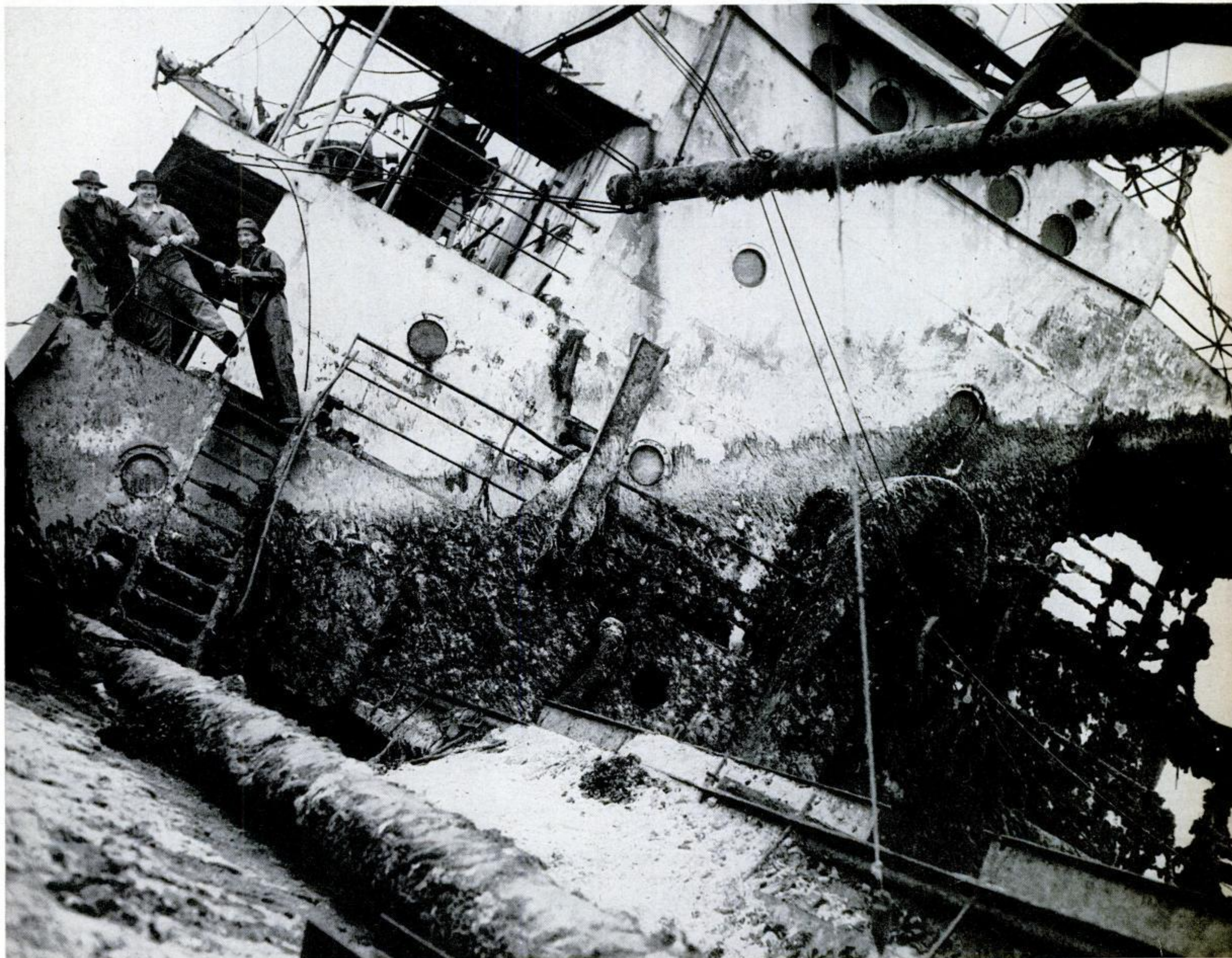
Ship raiser, 83, takes a gamble, wins a million

George M. Byrne, an 83-year-old Boston contractor who in half a century of work has done everything from building harbor breakwaters to laying underwater pipelines, last year took a big gamble. Though his biggest marine salvage operation had been raising a coal barge, he bid on the difficult job of raising the 3,133-ton freighter *Arizona Sword*, sunk by a collision in Cape Cod Canal. The Army Engineers, accepting his bid, agreed to pay him \$227,000 and let him keep the ship and cargo.

The *Sword*, loaded with a cargo of 5,000 tons of sulphur, lay 250 feet offshore in 50 feet of water. Byrne decided to raise her instead of cutting her up for scrap. To pump her out at that depth, he had to have a special pump constructed. To keep her from swinging out into the channel, he had to build special steel pilings. Through 10 months of toil and trouble, beset by storms and plagued by breakdowns, he tried to raise the ship (p. 39). He spent his \$227,000, plus thousands more. But last week his prize was finally floating. By selling the almost intact hull and its unspoiled cargo, the octogenarian stood to make almost \$1 million on his gamble.



BRACED AGAINST CAR, BRYNE STERNLY SUPERVISES SALVAGE OPERATION



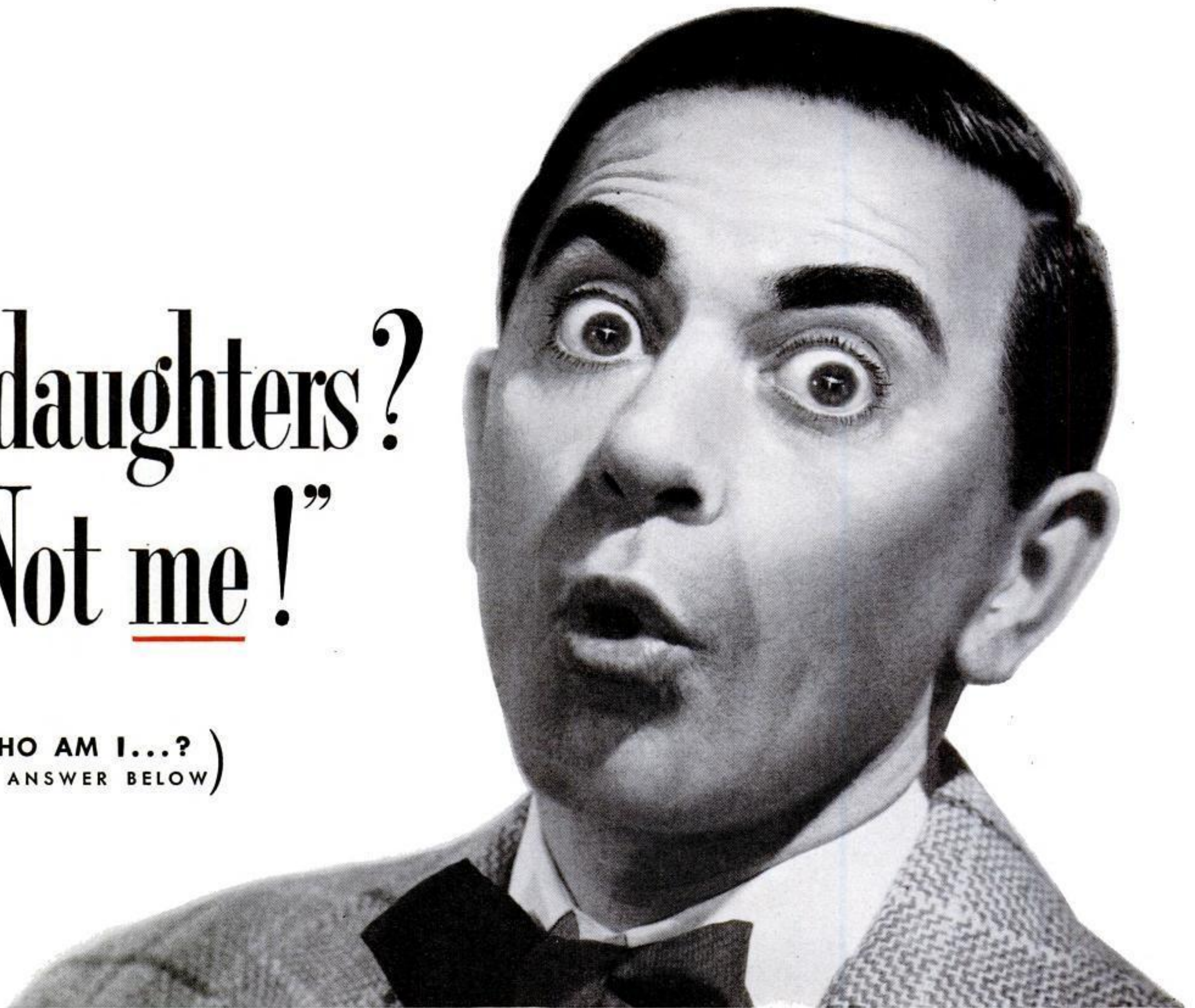
**RUSTY AND BARNACLED**, salvaged prize *Arizona Sword* is overgrown with mussels and clusters of starfish. Although the freighter still lists at about a 25°

angle (see plumb line *right foreground*) it is now out of danger. The height the water originally reached is clearly shown in the waterline across bridge (center).



“Five daughters?  
...Not me!”

( WHO AM I...? )  
( SEE ANSWER BELOW )



## Spark plugs also look alike but **AUTO-LITE** gives **SMOOTHER PERFORMANCE...QUICK STARTS**

WHERE WOULD any look-alike get those Eddie Cantor peepers? But movie stars do have look-alikes, just as spark plugs have look-alikes. So don't be fooled by appearances. For smoother performance and quick starts, replace old, worn-out spark plugs with world-famous Resistor or Standard type Auto-Lite Spark Plugs.

If you thought the man shown above was Eddie Cantor, you were wrong. He's Joseph Odel of East Meadow, L.I., New York, who

is frequently confused with Mr. "Banjo Eyes." But you'll be right when you ask your dealer for Auto-Lite Spark Plugs — specified as original equipment on many leading makes of America's finest cars and trucks. Remember, "YOU'RE ALWAYS RIGHT WITH AUTO-LITE."

See and Hear **EDDIE CANTOR**  
Star of  
N. B. C. Radio and Television

Tune in "Suspense!"—Tuesdays on TV. See your newspaper for time and station.

*"Ignition Engineered"*

# AUTO-LITE SPARK PLUGS



AUTO-LITE MAKES A COMPLETE LINE  
OF SPARK PLUGS FOR EVERY USE  
Auto-Lite Spark Plugs—Patented U.S.A.

Phone Western Union

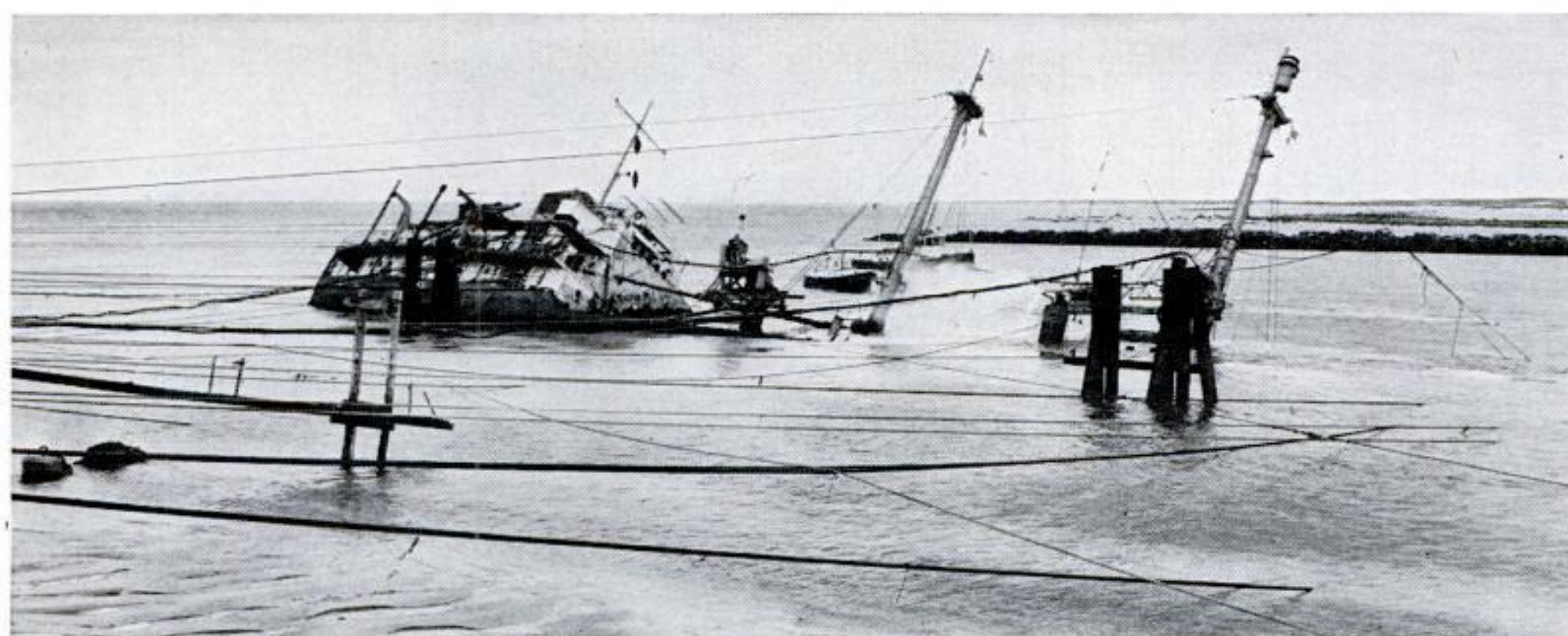
... ask for "Operator 25" ... she'll give you the name of your nearby Auto-Lite Spark Plug Dealer. There is no charge for this service.





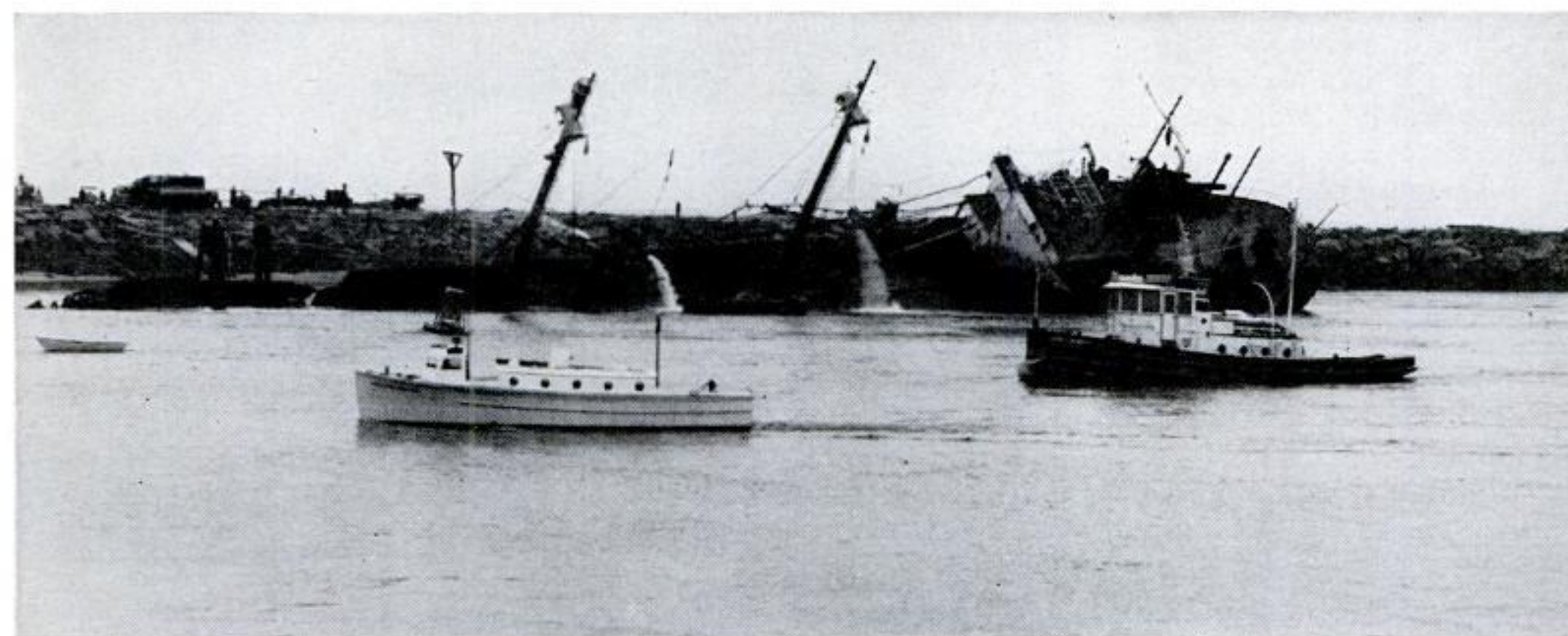
**DAY AFTER SINKING** in May 1951 *Arizona Sword* lies listing to port. Accident occurred when steering mechanism

failed and ship, helpless in swift current, was struck by coal barge. Derelict freighter was summer tourist attraction.



**SALVAGE BEGINS** as cables are lashed from the ship to the shore where 10 tractors pulled to keep the *Sword* from

rolling over. Some sulphur was removed. Then pumps began pumping the water from the hull to raise and right it.



**RIGHTING SLIGHTLY** by May 1952, freighter spews out water as pumps empty hull. Specially designed pump,

which burned out a bearing an hour after it first went into operation, pumped water at rate of 7,000 gallons a minute.



**CRITICAL MOMENT** came when, during pumping, remaining water suddenly shifted as storm came up. *Sword*

rolled over until mast tips were only 10 feet above water. Byrne thought he might have to cut up the ship for scrap.

CONTINUED ON NEXT PAGE



## "I feel like a millionaire when I go Greyhound"

—writes Mrs. Lillian Leaming of Richmond, Va.

"I have to watch my pennies—but I feel like a millionaire when I travel by Greyhound!

"I settle back comfortably, happily viewing the scenery—the farm fields, small towns and great cities along the way. My uniformed chauffeur, so skilled in driving—and as careful and courteous as though I were a queen, takes me where I want to go.

"The best part is that my dollar goes a long way the Greyhound way!"

## GREYHOUND

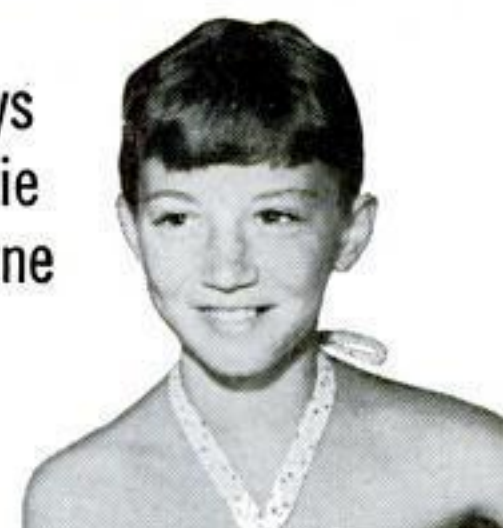
Free full-color booklet  
"Beauty Spots of America"

Write Dept. 6-L, Box  
821, Chicago 90, Ill.



## "DUBBLE BUBBLE TASTES REAL GOOD"

says  
Julie  
Payne



JULIE PAYNE, 11-year-old daughter of John Payne, famous motion picture star, says, "It's fun to chew Fleer's Dubble Bubble Gum. It tastes real good, and blows bubbles easy! I like to read the funnies on the wrappers, too!"

World's best value  
for a  
penny!

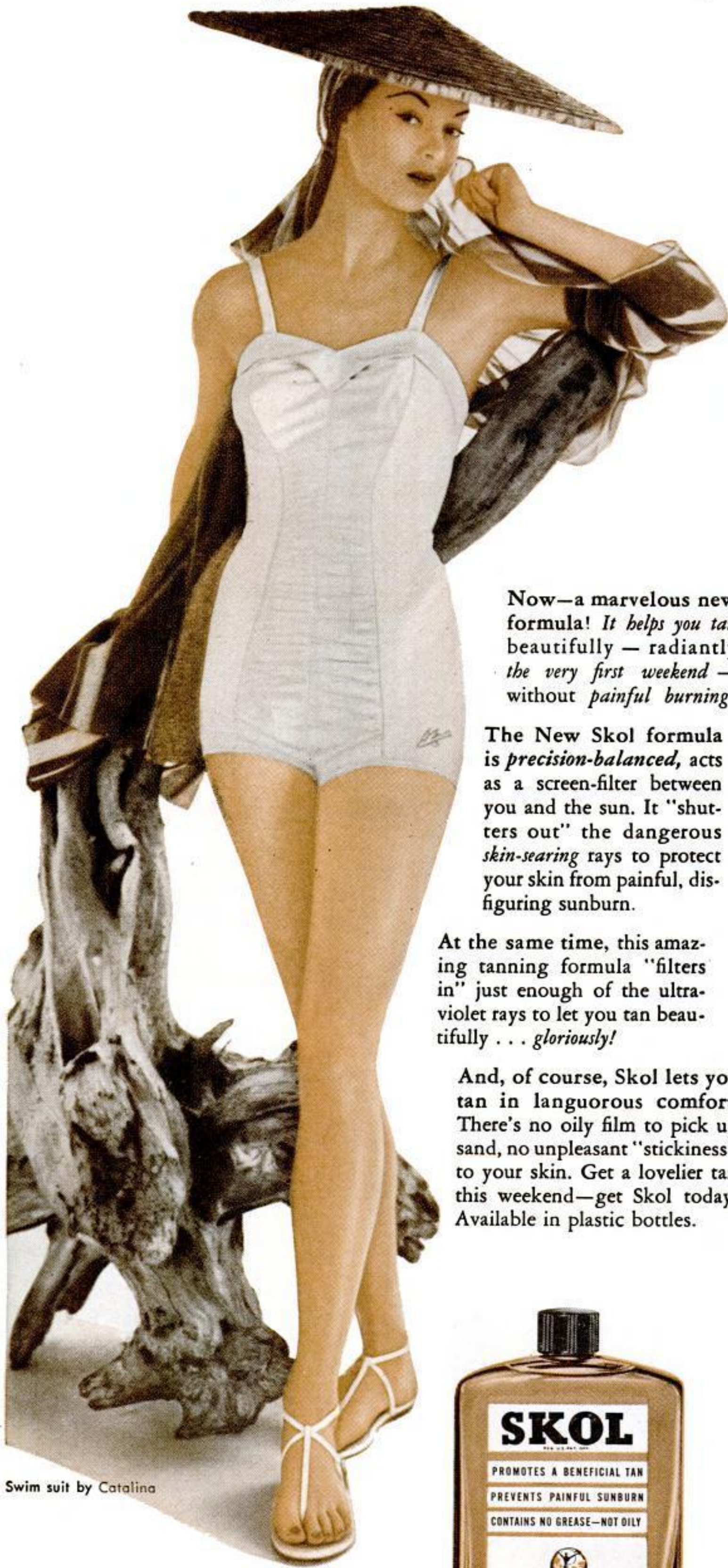


FUNNIES, FORTUNES, FACTS  
ON EVERY WRAPPER!

ALSO IN 5-PIECE PACKAGES  
AND 20-PIECE BAGS



# Tan gloriously



Swim suit by Catalina

Skol won't dry your skin. Skol contains two exclusive patented ingredients that let you tan gloriously.



Now—a marvelous new formula! *It helps you tan beautifully — radiantly the very first weekend — without painful burning!*

The New Skol formula is *precision-balanced*, acts as a screen-filter between you and the sun. It "shutters out" the dangerous *skin-searing* rays to protect your skin from painful, disfiguring sunburn.

At the same time, this amazing tanning formula "filters in" just enough of the ultra-violet rays to let you tan beautifully . . . *gloriously!*

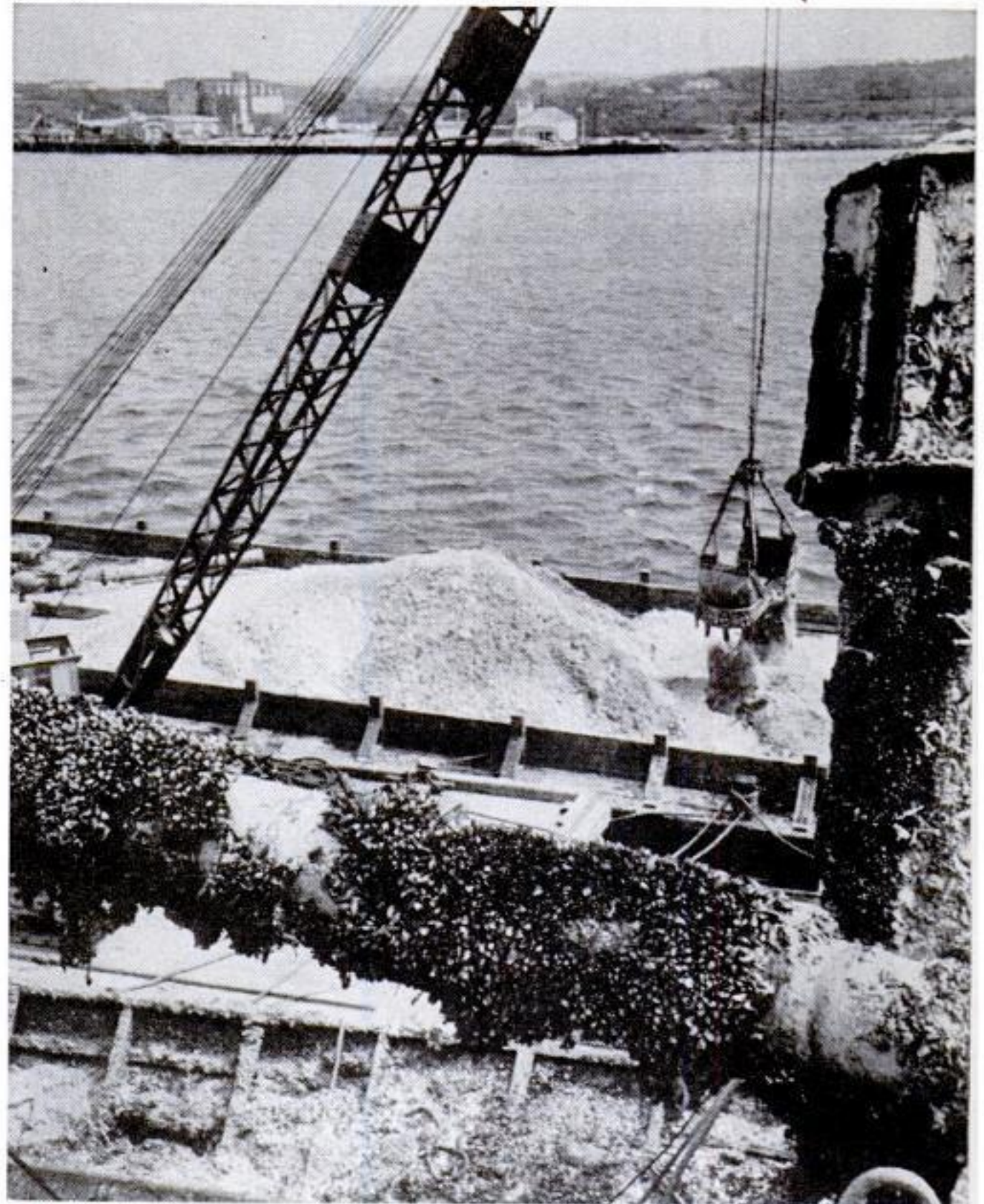
And, of course, Skol lets you tan in languorous comfort. There's no oily film to pick up sand, no unpleasant "stickiness" to your skin. Get a lovelier tan this weekend—get Skol today. Available in plastic bottles.

USED BY MORE PEOPLE THAN ANY OTHER SUNTAN LOTION

## Octogenarian's Jackpot CONTINUED



**RIDING HIGH** in the water once again, the *Arizona Sword* is now Bryne's to sell. The 16-foot rent in the side was caused by collision with the coal barge.



**SULPHUR CARGO** is lifted from the raised ship and dumped into a barge. Undamaged by long immersion, the sulphur will bring Bryne at least \$36 a ton.



**BRYNE AND SONS**, George, 41, and John, 34, survey completed job. George did most of paper work and planning while John was the project's supervisor.





## COL. CROW DROPS IN AT THE LOCAL GENERAL STORE

Distiller James Crow liked to hear men call for his product by name... To him this was the most convincing proof that the Crow barrel contained Kentucky's finest whiskey.

# OLD CROW

*Kentucky Straight Bourbon Whiskey*

More than a century ago men called for Crow's whiskey by name because they knew it was Kentucky's finest. Today Old Crow's fame is world-wide, its rich Kentucky taste more keenly appreciated than ever before. Why not give yourself and your friends a special treat tonight—call for Old Crow!



A TRULY GREAT NAME

*Among America's Great Whiskies*



100 PROOF • THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KENTUCKY









FOR GRADUATION THE QUINTS WEAR WHITE GOWNS AND MORTARBOARDS

## THE QUINTS ARE 18

The five Dionne girls celebrate their birthday and graduate from high school at same time



**MIDWIFE** Maria Lebel helped Dr. Alan Dafoe deliver quints.

The five girls, who in 1934 startled the world by being born to Elzire Dionne, last month gave another pleasant shock to a world which still likes to think of the girls as having been born just yesterday. On May 28 Annette, Cecile, Emilie, Marie and Yvonne celebrated their 18th birthday and graduated from high school at the same time.

Both events took place in the Dionne home in Callander, Ontario, which was easily arranged since the quint's school is located on the Dionne property. A small stage had been built in the quint's playroom, and up it the five girls shyly

marched with nine other classmates to receive diplomas as Papa and Mama and eight brothers and sisters watched proudly. Although the quint's were nervous and strained before the ceremony, they relaxed afterward and entertained guests by singing and playing the piano.

As students all the quint's have been poor at arithmetic and "fair" in other subjects. But they speak English as fluently as French. Annette is a good pianist, Yvonne likes art, Marie sings well. Cecile is the quint cutup, Emilie the soberest of the five. All the girls like to dance but none of them has ever been out on a date with a boy alone, even though they are now of an age when they may marry without parental consent. This fall, says Papa Dionne, they will all go to college in Quebec and for the first time in their lives really be on their own.



**FIRST PHOTO** of quint's with mother was made in home two days after birth. Four months later hospital was built for them by Canadian government.

← LEFT TO RIGHT: YVONNE, MARIE, ANNETTE, EMILIE, CECILE

# Brushing Teeth Right After Eating with **COLGATE DENTAL CREAM** **STOPS BAD BREATH** **AND** **STOPS DECAY BEST!**

Colgate Dental Cream Instantly Stops Bad Breath  
In 7 Out of 10 Cases That Originate In the Mouth!



**COLGATE DENTAL CREAM**  
**MAKES YOUR MOUTH FEEL**  
**CLEANER LONGER!**

Colgate Dental Cream cleans your breath while it cleans your teeth! Yes, brushing teeth right after eating with Colgate Dental Cream gives you a clean, fresh mouth all day long! Scientific tests prove that in 7 out of 10 cases, Colgate's instantly stops bad breath that originates in the mouth. No other toothpaste has proved so completely it stops bad breath. And no other cleans teeth more effectively, yet so safely!



**AND THE COLGATE WAY**  
**STOPS TOOTH DECAY BEST!**

Yes, the best way is the Colgate way! Brushing teeth with Colgate Dental Cream right after eating is the most thoroughly proved and accepted home method of oral hygiene known today. In fact, the Colgate way stopped more decay for more people than ever before reported in dentifrice history! Yes, to help stop bad breath and tooth decay at the same time, the best way is the Colgate way!

NO OTHER TOOTHPASTE  
OF ANY KIND WHATSOEVER  
OFFERS SUCH CONCLUSIVE PROOF!



**PURE, WHITE, SAFE COLGATE'S**  
**WILL NOT STAIN OR DISCOLOR!**



# Electronics Research Clears Way for 2053 TV Stations



## World's Most Powerful UHF Transmitter Developed by General Electric

ELECTRONICS research has cleared the last stumbling block from the path of nationwide television coverage. Well in advance of the Federal Communications Commission's decision to lift the "freeze" on new TV stations—electronics engineers were working to overcome difficult technical problems of telecasting in the new ultra-high frequencies. The solving of these problems now permits almost every community of moderate size to enjoy good pictures over worthwhile distances.

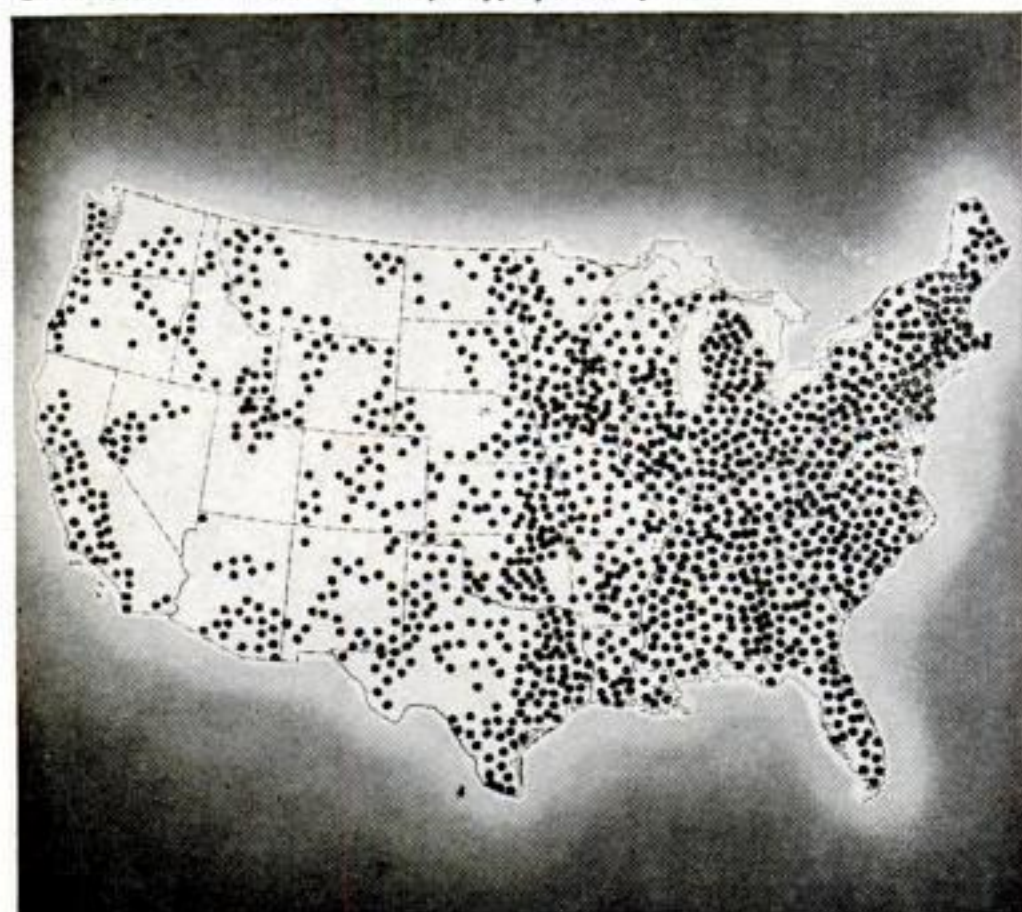
● From Electronics Park, General Electric's electronics headquarters, comes news that G.E. has developed the world's most powerful UHF transmitter. Product of intensive research, this transmitter uses a new type tube which builds up the TV signal to the highest power of any UHF transmitter in existence. Coupled with G.E.'s new helical antenna that increases this effective power 20 times, the equipment will be a key factor in extending television's 250 million dollar a year program of entertainment and information to most of the American families now beyond its reach.

● Adapted to both small and large communities, this latest development brings to new station operators and to all television viewers, tangible benefits of G-E electronics research. In this field, as in every phase of electronics for home, industry and defense, you can look to General Electric for leadership.

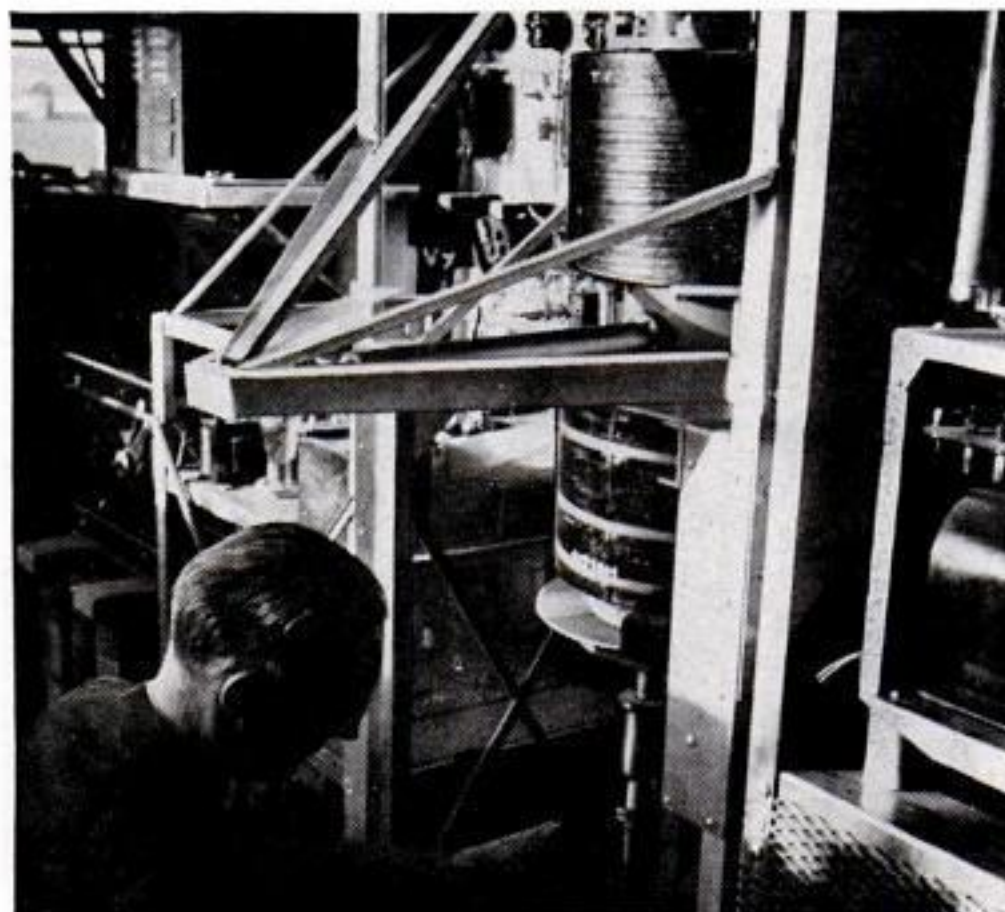
*You can put your confidence in—*

**GENERAL  ELECTRIC**

© 1952, General Electric Company, Syracuse, N. Y.



**NEARLY EVERY COMMUNITY** large enough to have a daily newspaper will be able to have a television station with new equipment developed by General Electric. Each dot on the map above represents one of the 1291 areas earmarked for one or more television broadcast stations.



**HEART OF THE NEW G-E UHF TRANSMITTER** is the Klystron tube adapted from a wartime radar development. When teamed with the new G-E helical antenna, it makes possible effective radiated power of 200 kilowatts or more, the world's most powerful UHF transmission system.



**G-E ELECTRONICS RESEARCH** protects your investment in a TV receiver. Every G-E set now being sold may easily be adapted at reasonable cost to receive UHF stations. In choosing your General Electric receiver, you are assured of years-ahead design and performance.





**FIRST BIRTHDAY** was celebrated in hospital where as wards of the king they were cared for by three nurses. They

had received so much money from gifts and commercial advertising that four guardians were appointed to handle it.



**FAMOUS PARENTS**, who went on a brief stage tour in 1935, were entertained with champagne in a Chicago club.



**SOUVENIR STORE** was one of many enterprises which sprang up when quints became an international attraction.



**IN EASTER FINERY** when they were almost 3, quints were at their most charming, sniffing fresh flowers that had

decorated their hats. They had been dressed for an Easter parade. From left: Emilie, Annette, Marie, Cecile, Yvonne.

CONTINUED ON NEXT PAGE

Where 53  
is 100!



In the glorious vacation-land of New Mexico, the average year-round relative humidity is 53% . . . verified as being within the range most conducive to 100% human comfort.

From the forested Rocky Mountains in the North to the shimmering magic of the southern desert . . . from the mystery of prehistoric Indian ruins . . . the lingering threads of Colonial Spain . . . to the dignity of the Pueblo Indian with his own distinctive culture, rituals, and dances . . . you will find that New Mexico is truly the "Land of Enchantment."

New Mexico . . . the very symbol of sunshine, dry air, health, and opportunity . . . is one of the nation's outstanding vacation lands! So — plan your trip NOW. Remember . . . in the Land of Enchantment it's ALWAYS vacation time.



**TOURIST BUREAU, Santa Fe, New Mexico**  
(A division of the Highway Dept.)

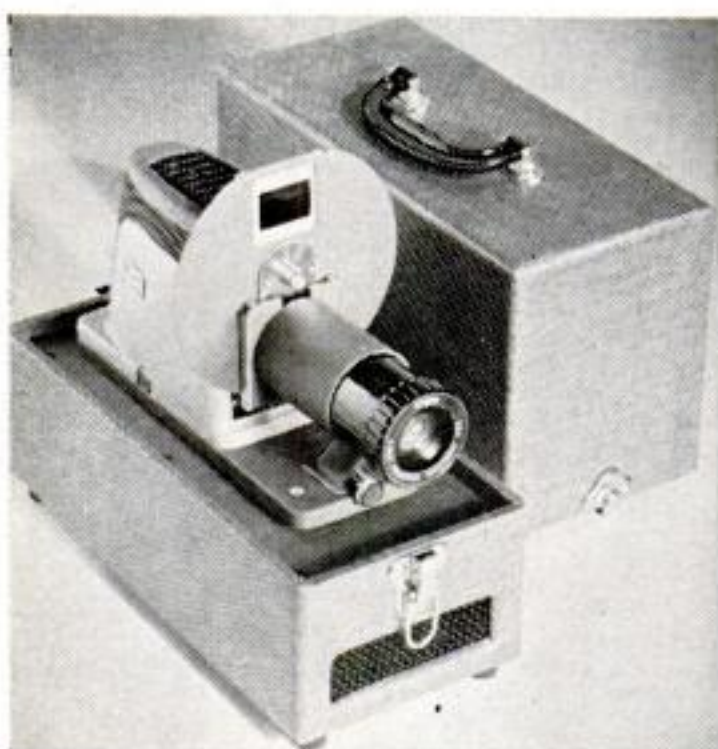


# What more could you want?



**argus C3** \$69<sup>50</sup>  
*including case and flash*

Here's the camera that outsells every other 35 mm camera in the world! These features tell you why: A Cintar f:3.5 coated lens, finest of its kind ground in America; a precision, gear-controlled shutter with speeds up to 1/300 second; a lens-coupled range finder; built-in synchronizer—you simply plug in the flash gun (no dangling wires—nothing to adjust). Ideal for action, flash and color—indoors and out.



**America's Favorite** way to look at color slides—Argus 200 Watt blower-cooled projector. See your highly-prized color slides in true, brilliant color. The "right-side-up" rotary slide carrier prevents upside-down pictures. Silent power blower and special heat-absorbing lens protect your valuable slides. It's the perfect companion for any 35 mm camera! The finest projector in its price class at only

**\$49<sup>50</sup>**

Copyright 1952 Argus Cameras, Inc., Ann Arbor, Michigan. All prices include Federal Excise Tax where applicable, and are subject to change without notice.

## argus

*—the world's largest manufacturer of 35 mm. cameras*

Quints Are 18 CONTINUED



**FIRST COMMUNION** was taken when quints were 6, after governess had reported "they knew their catechism well." Nurse is adjusting Yvonne's veil.



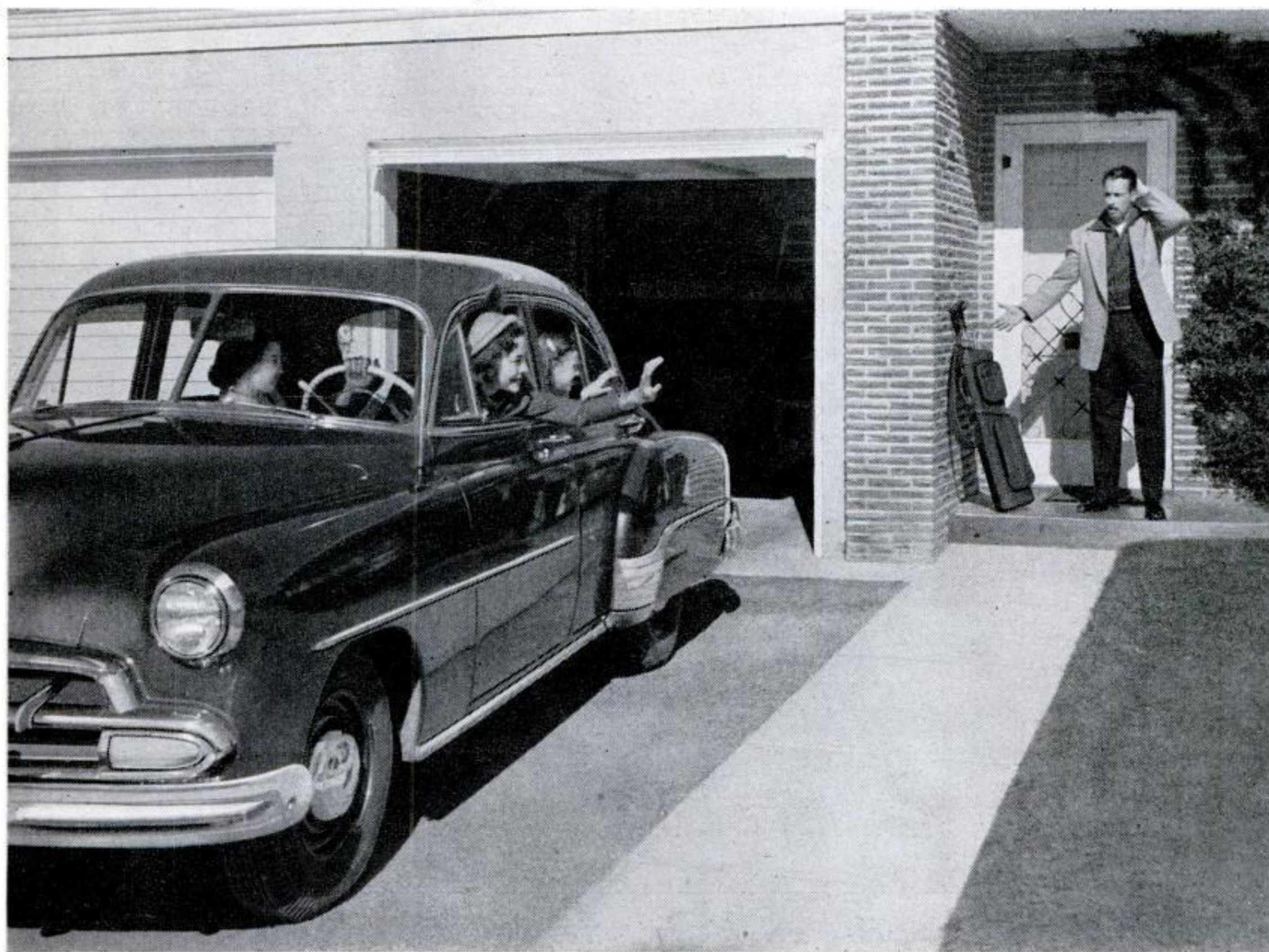
**EYE EXAMINATION** is given Marie by a specialist as Dr. Dafoe stands by. Dr. Dafoe, who became almost as famous as quints, died in 1943 at age of 60.



**FIFTEEN DIONNES** stood for portrait at birthday party. Back row: Daniel, 20; Victor, 14; Rose, 24; Pauline, 18 (19 on June 20); Therese, 22; Oliva Jr., 15; Ernest, 25. Front row: Emilie, Yvonne, Mrs. Dionne, Cecile with Claude, 5 (in front); Papa Dionne, Annette and Marie. Marie, who is 5 feet even, is the shorty of the quints. All the others are 5 feet 2 inches. The trust fund of the quints is now more than \$1 million, but they may not touch it until they are 21.



# It's so easy to rent a new car when...



WHEN...it's your turn to pick up the fellows for golf...but the family has plans and are off

with the car. Call Hertz...there's a new car all ready for you to drive wherever you wish.



WHEN...you're on vacation, starting at home or at vacationland, have more fun with a fine new car you can easily rent from Hertz. You can come and go when you please...have private car convenience.



WHEN...you are looking for a place to live. Whether apartment hunting or "day-dreaming" of a ranch-type home in the suburbs...count on Hertz Service...and have a car to go as quickly or leisurely as you please.



WHEN...it's someone's wedding day. Don't miss the big event! Count on Hertz Service and go to the wedding in style. The rates are low, and 5 or 6 can ride for the cost of 1. (Nice for honeymoons, too.)

**RENT A NEW CAR FROM  
HERTZ**  
...drive it as your own

## Enjoy these many HERTZ SERVICE advantages

**A SPECIFIC RATE EXAMPLE...**At the Hertz station in Hartford, Conn., 88 Chapel St., the weekday daytime rate is \$5.00, plus 7¢ per mile, including gas, oil and insurance. Thus, the total cost for a 30 mile trip is only \$7.10, regardless of how many ride. Rates lower by the week.

**RENT FROM HERTZ AS EASY AS A.B.C. ... A.** Go to a Hertz station. **B.** Show your driver's license and identify yourself. **C.** Step into the car and go!

**PRIVATE CAR PLEASURE ...** You drive a new Chevrolet or other fine car in splendid condition and as private as your own. Rent by day or night, for an hour, day, week, or as long as you wish.

**RESERVATIONS ...** To be sure of a car when you need it, make a reservation in advance by calling your local Hertz station. They will reserve a car for use locally...or at the Hertz station in your destination city. If there is no Hertz station in your home town at this time, request your Hertz reservation through the Hertz

Rail-Auto or Plane-Auto Travel Plan at the railroad or airline reservation office, or your travel agency. Insist on Hertz for dependable service and proper insurance protection.

**INSURANCE PROTECTION ...** You are always sure that you are properly insured when you rent a car from any Hertz station.

**NOW! CHARGE CARDS ...** Hertz International Charge Cards are issued to well rated business firms and individuals who qualify. The card waives identification and deposit requirements, and provides credit privileges if desired. Air Travel Card and Rail Credit Card holders will be extended these same courtesies at all Hertz stations.

**ADDITIONAL INFORMATION ...** Hertz Driv-ur-Self service is available in over 500 cities and resort areas throughout the United States, Canada, Great Britain, Mexico, Hawaii and Alaska. For complete information call your local Hertz station or write Hertz Driv-ur-Self System, Inc., Dept. 262, 218 South Wabash Avenue, Chicago 4, Illinois.



**TRUCKS ...** Hertz is also the world's largest truck leasing and rental organization. Trucks are available at most Hertz stations for daily and weekly rentals or on long-term lease.

**NOTE:** To serve more cities and towns, licenses are being granted to responsible local interests to operate as part of the Hertz system. For complete information write Hertz Driv-ur-Self System, Inc., Dept. 262, 218 South Wabash Avenue, Chicago 4, Illinois.

WHEREVER YOU GO ... WHATEVER YOU DO ...

YOU CAN RENT A NEW CAR FROM HERTZ AS EASY AS



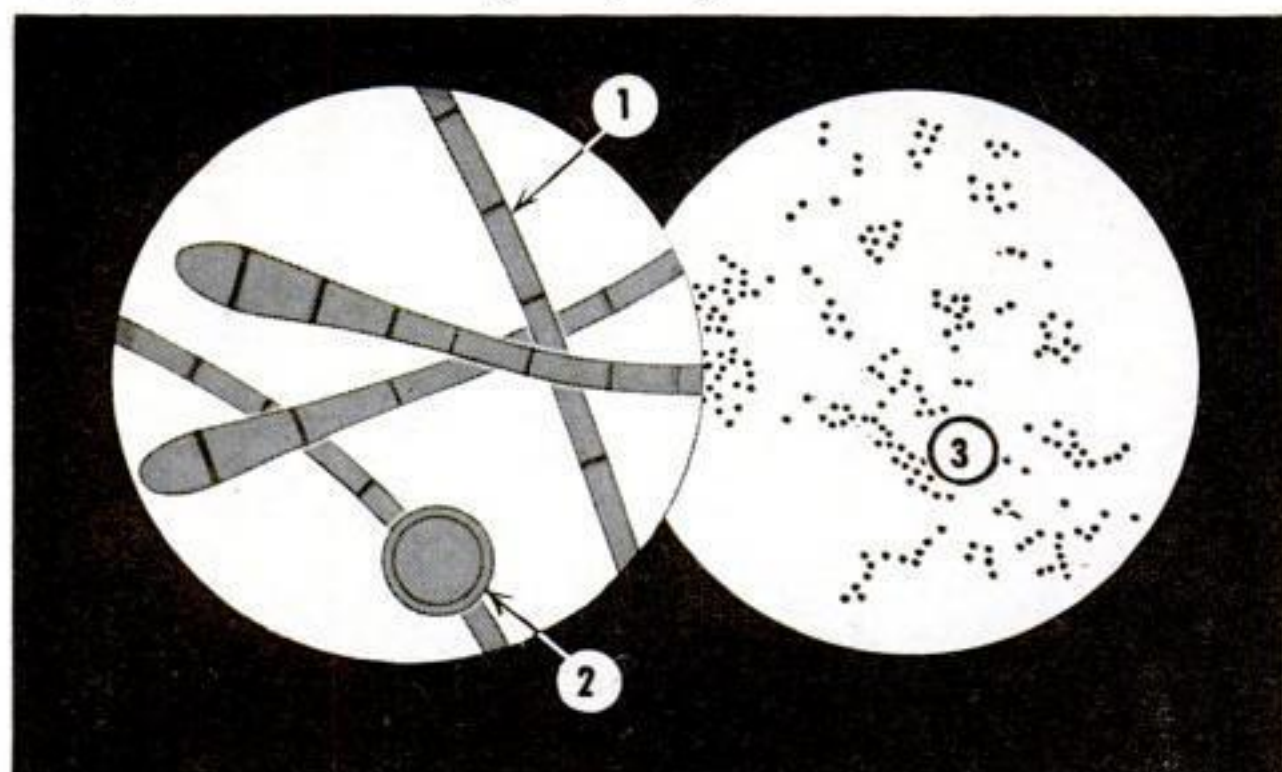
**HERTZ Driv-ur-Self SYSTEM**

Look in your telephone directory under "H" for your local Hertz station

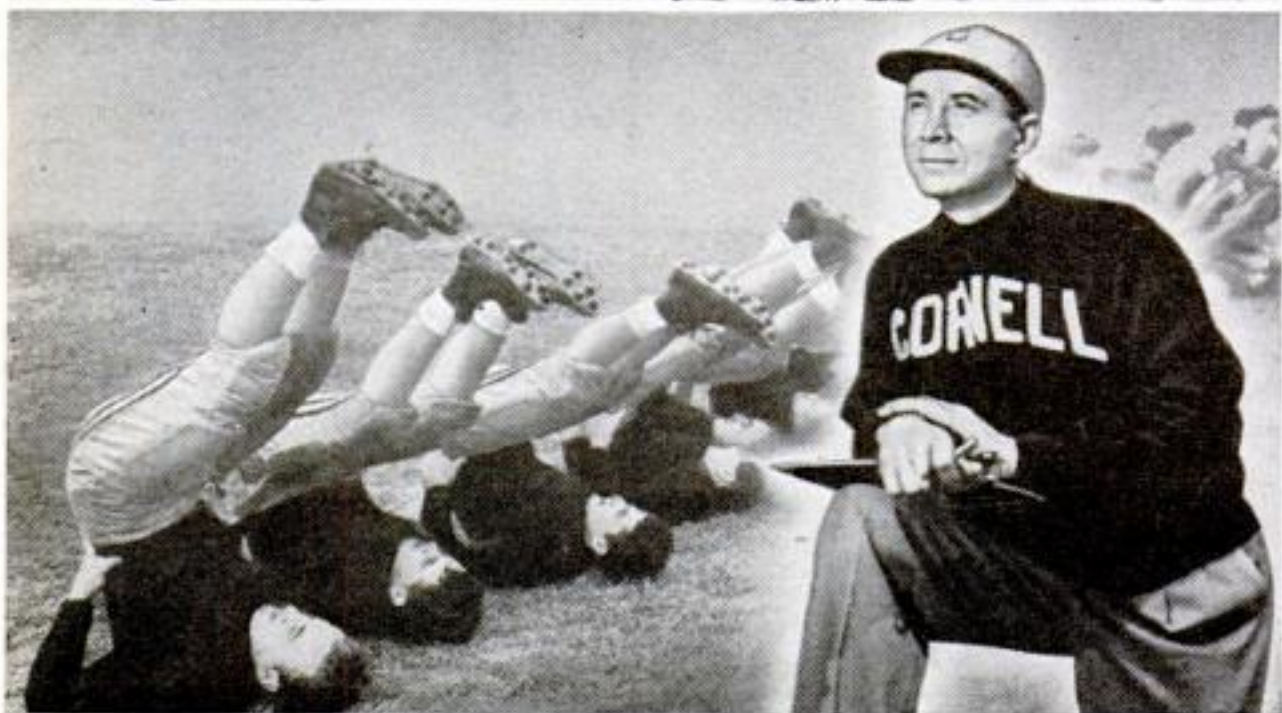
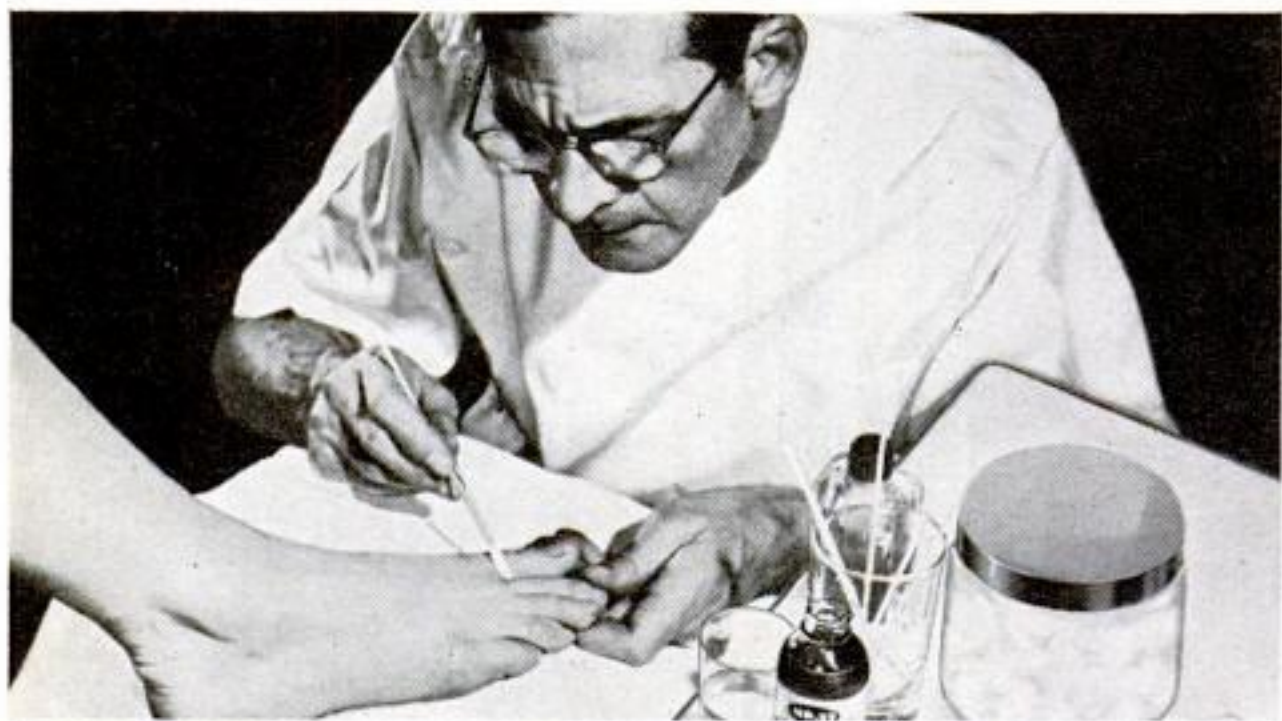




**CHECK YOUR FEET.** Many people have mild cases of Athlete's Foot without knowing it. Itching, peeling, cracks between toes are *NOT* normal. They are danger signals of Athlete's Foot. Treat them before they develop into blisters, raw spots, painful infection. Use NP-27 to combat Athlete's Foot . . . and to keep your feet free of itching and peeling.



**TRIPLE ACTION** of NP-27 explains why NP-27 works so effectively. It kills the plant-like fungus (1) which is the usual cause of Athlete's Foot. It also kills the hard-to-kill spores, or "seeds" (2) from which the fungus may grow again. And it kills the bacteria (3) which may cause or complicate the disease. Yet NP-27 does not irritate. What other remedy does all this?



**CHIROPODISTS AND COACHES** endorse NP-27. Chiropodists are foot specialists who see more foot troubles than any other group of practitioners. It's important to you that so many chiropodists recommend NP-27 for Athlete's Foot. Numerous athletic coaches and trainers, who *must* keep the feet of their players in best condition, also recommend NP-27. For instance, Cornell's great football coach, "Lefty" James, says: "I use NP-27 because I find it is most successful in preventing or relieving Athlete's Foot."



7 OUT OF 10 SUFFER FROM ATHLETE'S FOOT YEARLY. BUT NOW, EFFECTIVE RELIEF IS HERE FOR YOU.

## ATHLETE'S FOOT ROUTED

by triple-action fungicide

America's No. 1 skin disease is probably Athlete's Foot. Medical authorities say it affects 7 out of every 10 people, once or oftener *every* year, causing them a great deal of distress. Now science has developed an improved means for fighting this disease—a remedy with *triple-action* (see second picture at left). This new remedy has already made medical history. Scores of chiropodists (foot-specialists who annually treat innumerable cases of foot trouble) have stated in writing that this is now their preferred Athlete's Foot remedy. Numerous athletic coaches and trainers (who *must* keep the feet of their players in best condition) have used and praised the remedy. Hundreds of thousands of people have used it. Remember the name—NP-27. The initials stand for Norwich Pharmacal Company, the figure stands for the low surface tension (27) which helps this liquid to penetrate tissues and to contact the organisms which cause the disease.

NP-27 is nice in smell, pleasant to use, dries

rapidly, doesn't irritate or stain skin. Get a bottle for your family's protection today. The Norwich Pharmacal Company guarantees that if you're not completely satisfied, druggist will refund purchase price. The Norwich Pharmacal Company, Norwich, N.Y.

(NP-27 is available also in Canada.)





# MELTING METALS IN MID-AIR

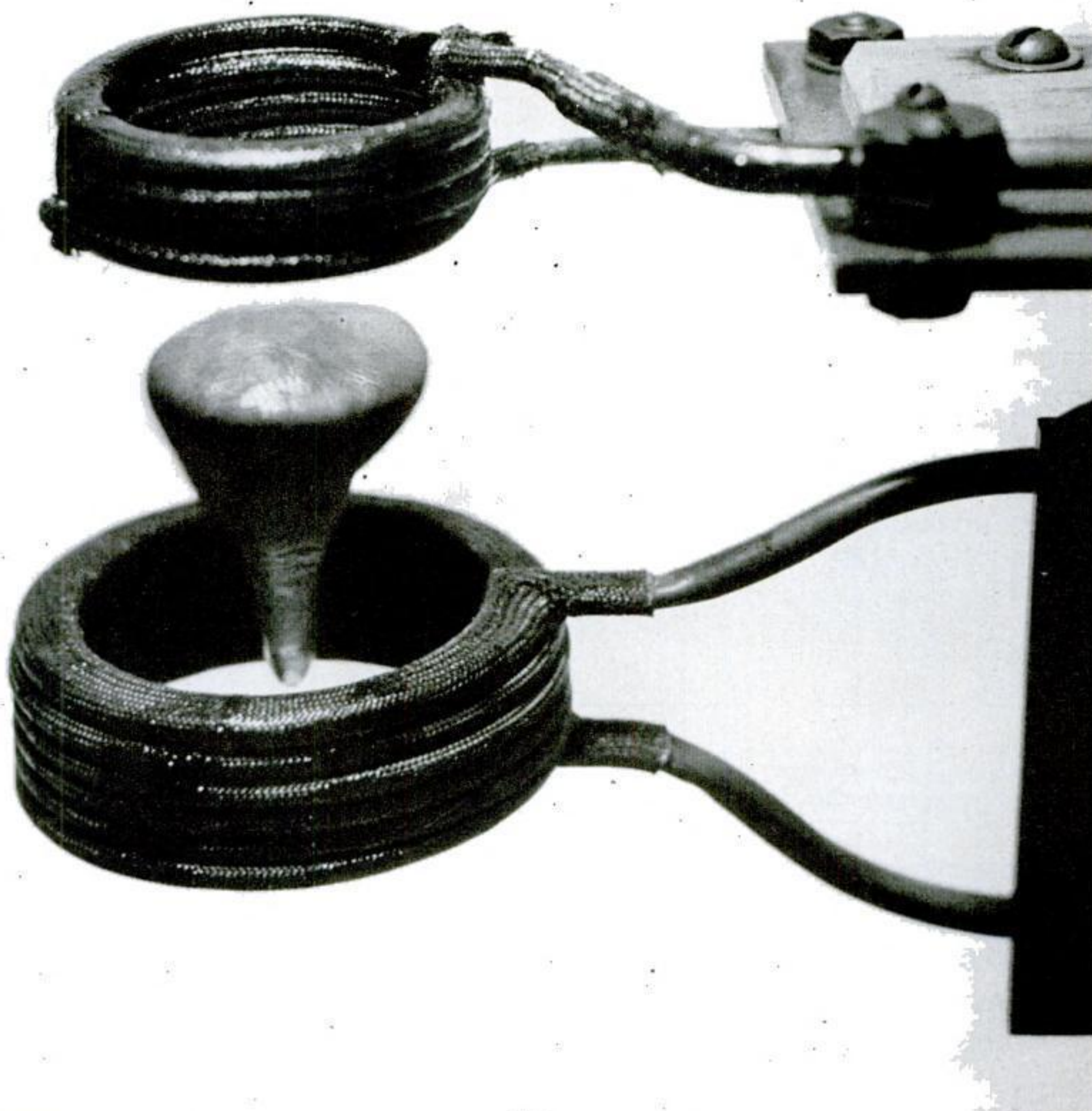
New magnetic furnace may yield high purity alloys for jets, atom plants

The misshapen little top shown teetering in mid-air below is a two-ounce mass of molten metal cooking away in a brand-new kind of furnace. Placed between the coils of a powerful electromagnet, the metal is both held and heated by the magnetic field and needs no crucible to contain it.

Melting metals without crucibles has become newly important with the discovery that metals like titanium, zirconium and molybdenum can form alloys tougher than steel, which are invaluable for jet engines and atomic power plants. But these metals are so active that when melted in crucibles they frequently react with the crucible to form impurities that spoil the alloy and limit its uses. To eliminate this, engineers at the Westinghouse Research Laboratory built the magnetic furnace. The electromagnetic field which suspends the metal also induces an electric current that heats the metal to its melting point. Under development at Westinghouse, the furnace is still only experimental, but its designers feel that larger models can soon be built for full-scale production. When they are, they will yield quantities of the world's purest metals and some of its finest alloys.



DR. J. C. KELLY WATCHES FURNACE MELT BRASS BALL



**MOLTEN ALUMINUM** is suspended between furnace coils during demonstration. Crust on surface is caused by

oxidation. To produce pure metal furnace would have to be enclosed in a vacuum or in an atmosphere of inert gas.

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**Yours!**

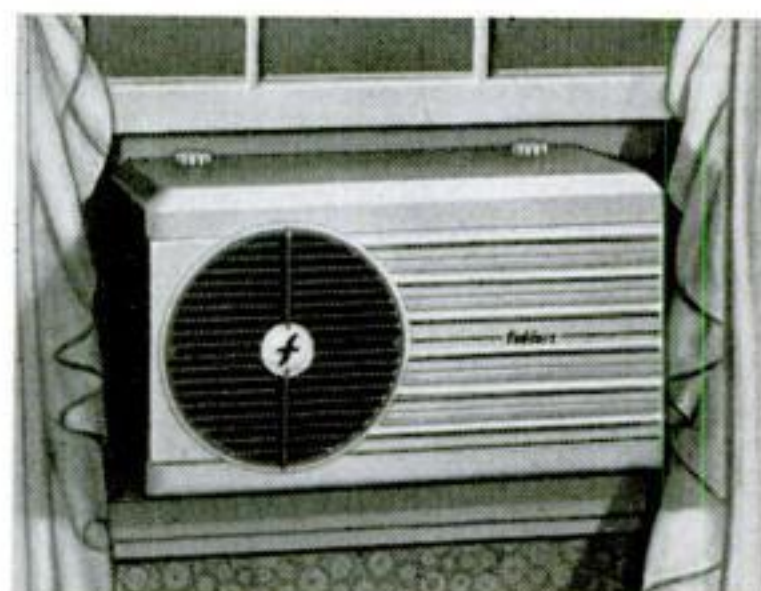
## A 5-YEAR VACATION

from Heat and Humidity



with a low-cost Fedders  
Room Air Conditioner

This real electrically refrigerated system circulates cool "North Woods" air in your bedroom, living room or office. Removes excess moisture. Filters out dust and pollen, helps relieve hay fever. Warranted for 5 years... built to last a lifetime! The handsome, compact Fedders unit fits in the window sill, plugs in like a radio. No building operations, no pipes or ducts. Exclusive finger-tip control sends cool air in any direction... *never a draft!* Mail coupon now for full facts.



New attractive window model in stunning Hawaiian Tan, from \$229.95. Easy terms.

**fedders**  
A GREAT NAME IN COMFORT

**FREE! MAIL COUPON TODAY!**

FEDDERS-QUIGAN CORPORATION,  
9 Tonawanda St.  
Buffalo 7, New York.

Please send me books checked on how I can sleep, work, live better with a Fedders.

- ☐ "How to sleep Cool when it's Hot!"  
☐ "Sleep Cool on Hottest Summer Nights."

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Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_





## Insurance Agents LIKE AMERICA FORE INSURANCE!

... These excerpts from a few of the many unsolicited letters\* we receive every month from agents tell you why:

### NO CLAIM EVER HANDLED BETTER

"This is to thank you for your satisfactory handling of the above-noted claim. The assured is very pleased—has praised our agency and your company highly, saying he didn't believe any claim ever had been handled better. Such satisfactory adjustments are the best advertising an agency can have..."

Agent—Kings Mountain, N. C.



### "YOURS IS OUR KIND OF COMPANY"

"... My client had heard about the way America Fore had been handling things when its policyholders were in trouble, so it was easy for me to place five different policies in one family. These people simply said, 'Yours is the kind of company we want to do business with.'"

Agent—Cincinnati, O.

You too can get this calibre of insurance protection and service by doing business with the America Fore Insurance man in your locality. For his name call Western Union (by number). Ask for Operator 25.

\*Original letters on file in our home office.

The America Fore Insurance Group comprises the  
**CONTINENTAL • FIDELITY-PHENIX • NIAGARA  
AMERICAN EAGLE • FIDELITY and CASUALTY**  
INSURANCE COMPANIES OF NEW YORK

LOOK FOR THIS SEAL ON YOUR POLICIES

**America Fore**  
INSURANCE GROUP



### GOOD CLAIM SERVICE MAKES FRIENDS

"I am writing this letter to you to express my personal appreciation of the excellent claim service we are obtaining. This service is going a long way toward creating an excellent feeling between my assureds and this agency."

Agent—Greenfield, Mass.

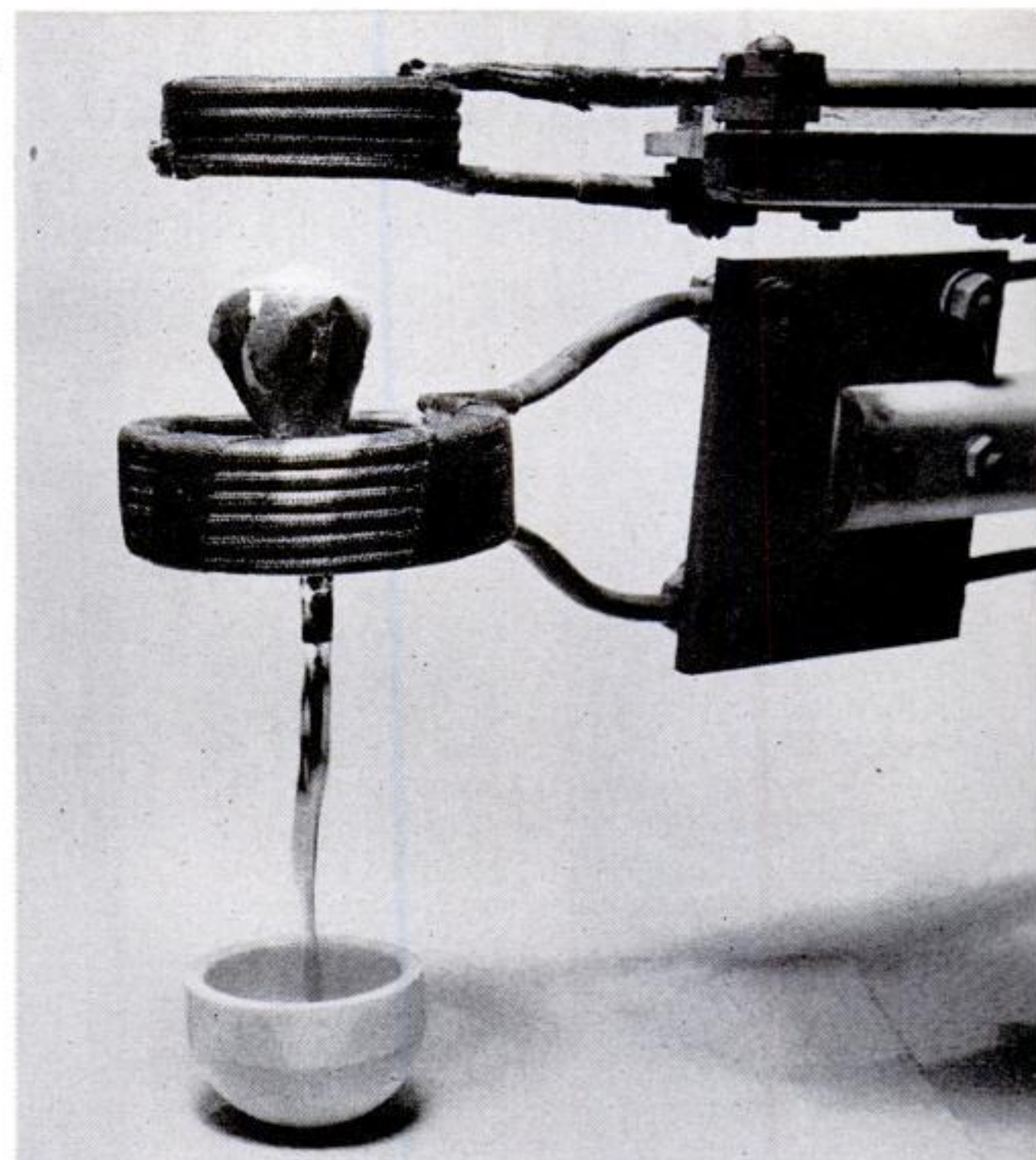


### HOLDUP LOSS PAYMENT IMPRESSES ASSURED

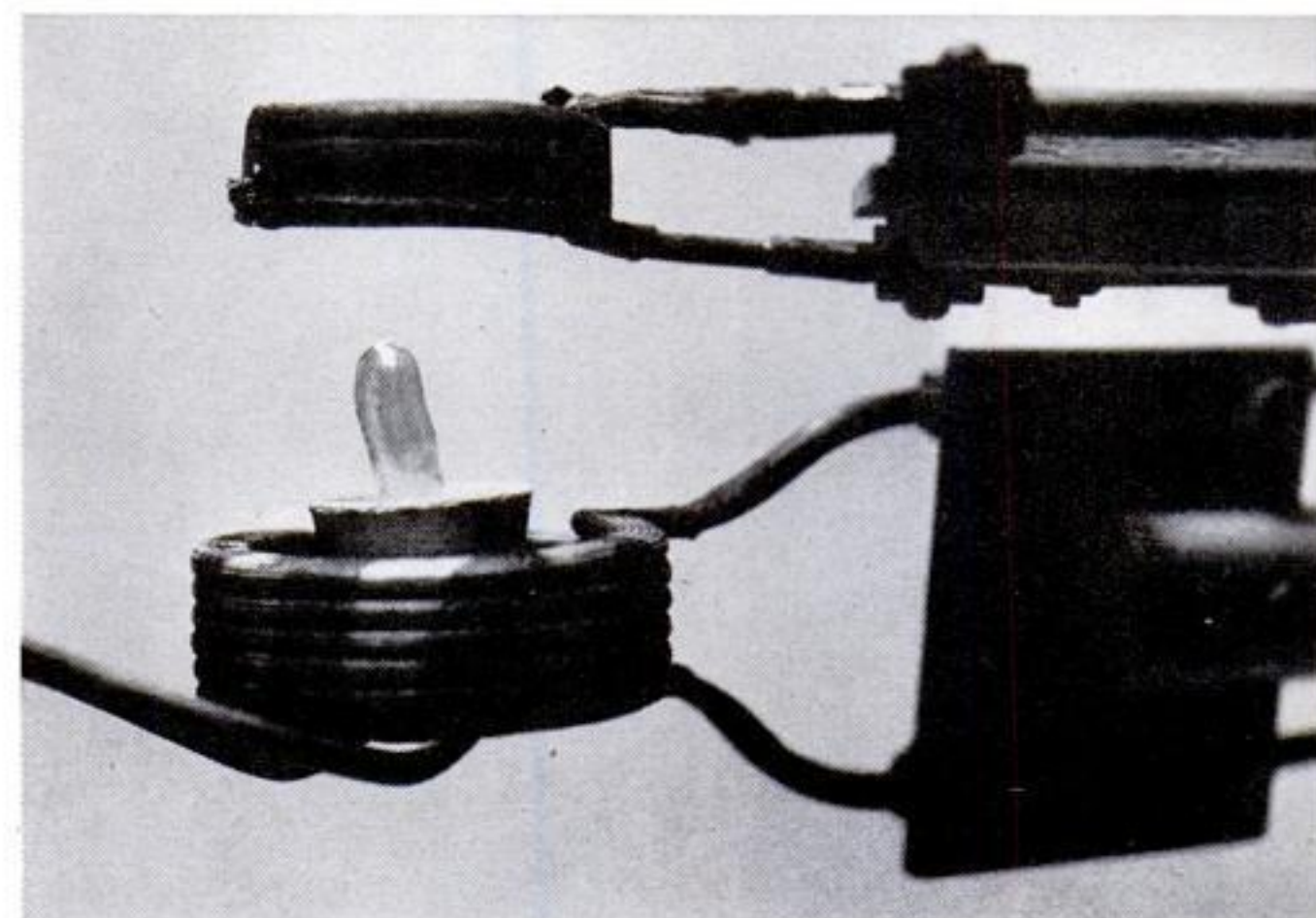
"Please accept our thanks and that of the assured for such prompt settlement of the loss. He was amazed at such quick payment of his holdup loss, and was greatly impressed..."

Agent—Pittsburgh, Pa.

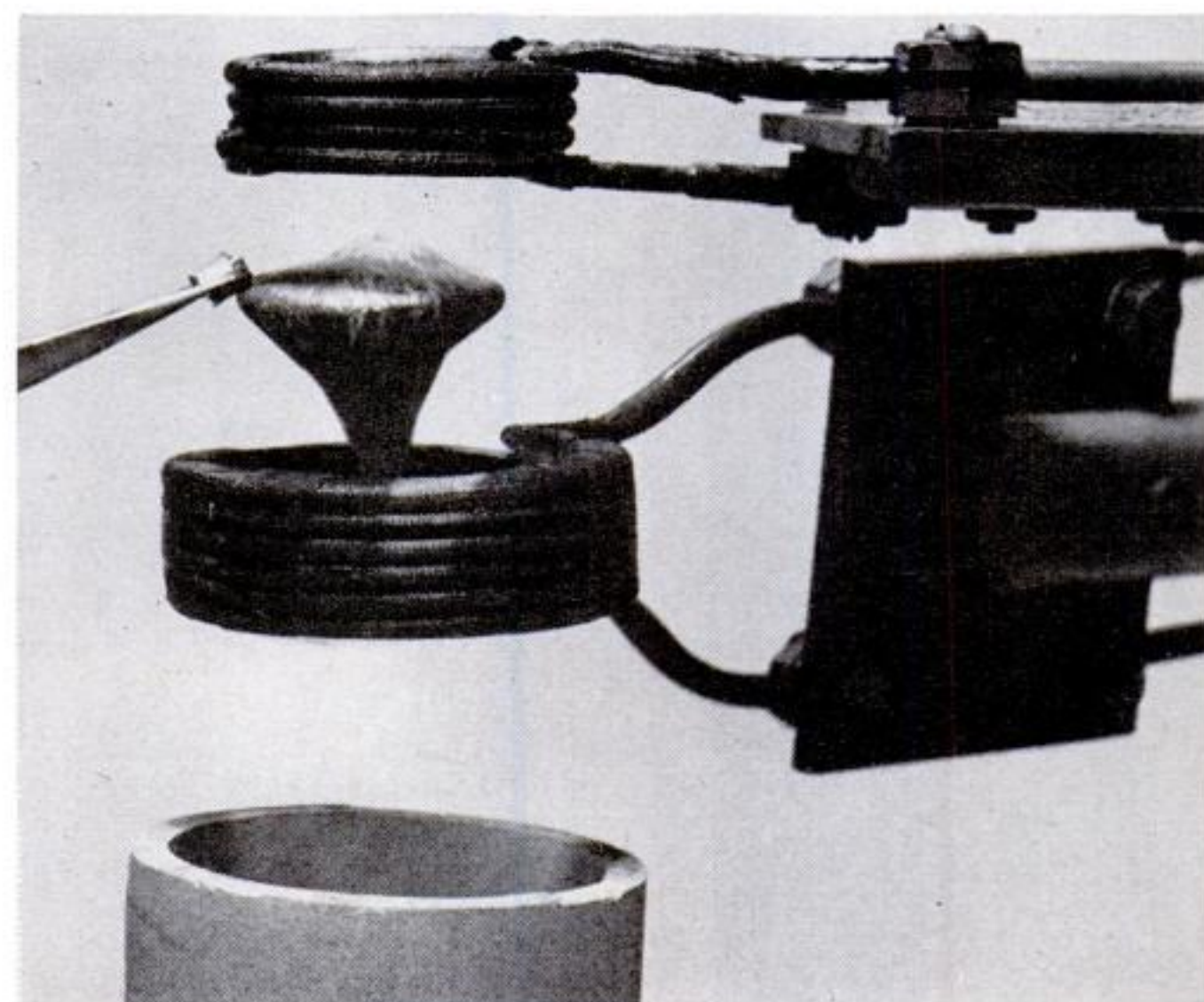
## Melting Metals CONTINUED



**POURING METAL** is accomplished by reducing the current producing the magnetic field. This allows metal to trickle down through the bottom coil.



**PULLING METAL UP**, the magnetic furnace demonstrates its power by lifting molten tin out of a crucible and into gap between the magnetic coils.



**ADDING METAL** to form an alloy, a piece is placed on the edge of the melt. Because melt is in continual agitation material will be evenly distributed.



We're married to just one thought—  
For a **TREAT** instead of a **TREATMENT**  
smoke **Old Gold**



Want to live happily ever after with your cigarette? Then remember: No other leading cigarette is less irritating, or easier on the throat, or contains less nicotine than Old Gold. This conclusion was established on evidence by the United States Government.

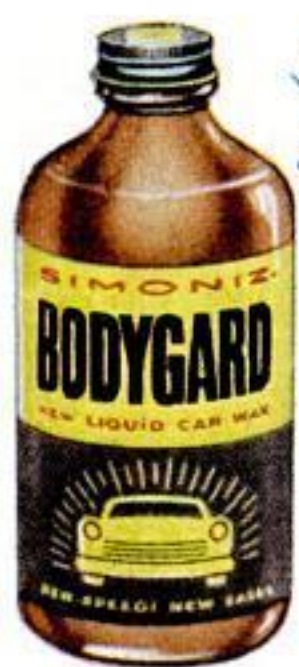
GOWN BY WILLIAM CAHILL, CAHILL, LTD., BEVERLY HILLS, CALIF.



GOOD NEWS FOR  
BUDGET-MINDED  
FAMILIES

ALL THESE FAMOUS-FOR-QUALITY

AT **Firestone** DEALERS  
Convenient



98¢

### SIMONIZ'

New Liquid Car Wax  
... BODYGARD

Now Give Your Car a  
Showroom Shine in Less than  
½ Hour Without Rubbing!

Simoniz Bodygard is the new miracle car  
wax that gives an amazingly high luster  
with no rubbing. Just spread it on and  
wipe it off. The luster lasts for months!



Pyroil A  
20¢

Pyroil B  
70¢



### PYROIL

MOTOR LUBRICANT

Safeguards and Preserves  
Automobile Engines

Pyroil A — to be added to gasoline — is  
for top-of-the-motor lubrication, reduces  
hard carbon. Pyroil B — to be added to  
motor oil — assures easier starting and  
protects against damage.

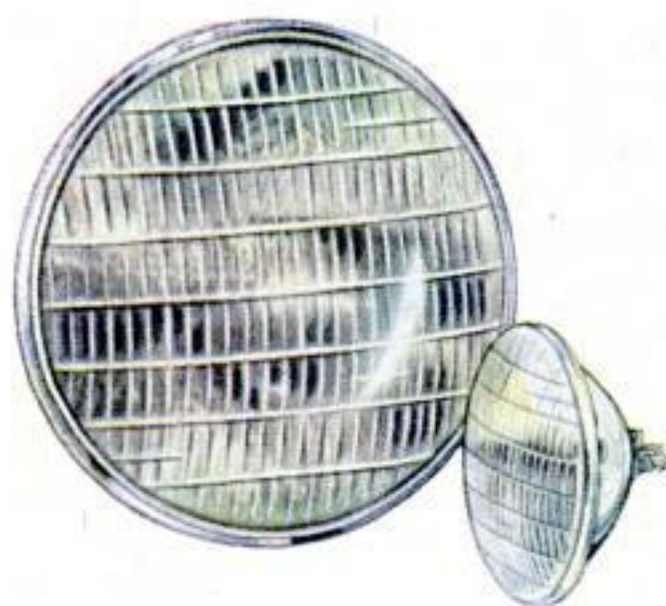


LOW  
AS **1145\***  
Coaches and Sedans

### TEXTILENE Sunsure Fibre Seat Covers

Textilene Sunsure is a closely woven  
fibre with the feel of fine fabric. It  
doesn't shock you with static elec-  
tricity, doesn't drag on coats or furs,

doesn't snag stockings. It's cool in  
summer and comfortable the year  
around. When you buy seat covers  
—be sure—buy Sunsure.



### TUNG-SOL

AUTO BULBS

A quality line of lamps for all model  
cars. Precision-built for extra long life  
and the maximum in lighting  
efficiency. Everything from park-  
ing and instrument bulbs to the  
finest in sealed beam lamps.

9¢  
up



### MAC'S-IT BEAUTY KIT

Glazes Your Car with Lasting Beauty

The Mac's-It Beauty Kit contains a pint  
can of Mac's Special Cleaner and  
a 4-ounce can of Mac's-It Super  
Glaze. For lasting car beauty,  
get this famous kit today.

200



**Firestone**  
*DeLuxe* CHAMPION

First choice with motorists who  
want more miles per dollar and  
greater protection against blow-  
outs and skidding. Built with the  
exclusive Firestone Safti-Lock,  
Gum-Dipped Cord Body and ex-  
clusive Firestone Safti-Grip Tread.  
Regular and Super-Balloon sizes.



Dennis  
Mitchell's  
"CAR-PEN"

495

Now baby can ride in comfort  
and safety in the new Car-Pen.  
Use it either as a seat or in the  
standing position as shown.  
Finished with fully padded seat  
and backrest, covered in gaily  
colored, washable plastic.

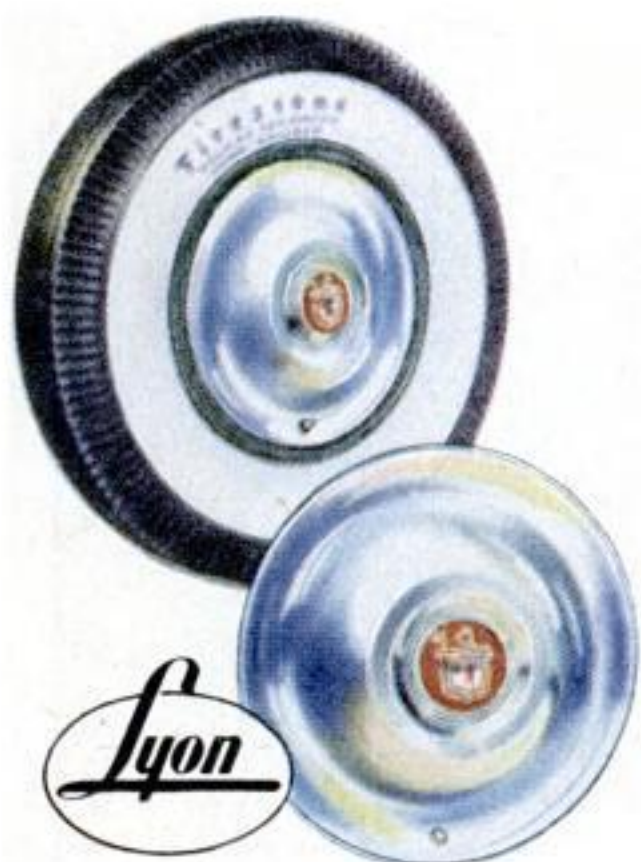
Copyright, 1952, The Firestone Tire & Rubber Co.

SEE THE COMPLETE LINE OF EXTRA-VALUE PRODUCTS FOR HOME AND FARM, FOR CARS AND



# PRODUCTS NOW ON SALE AND STORES

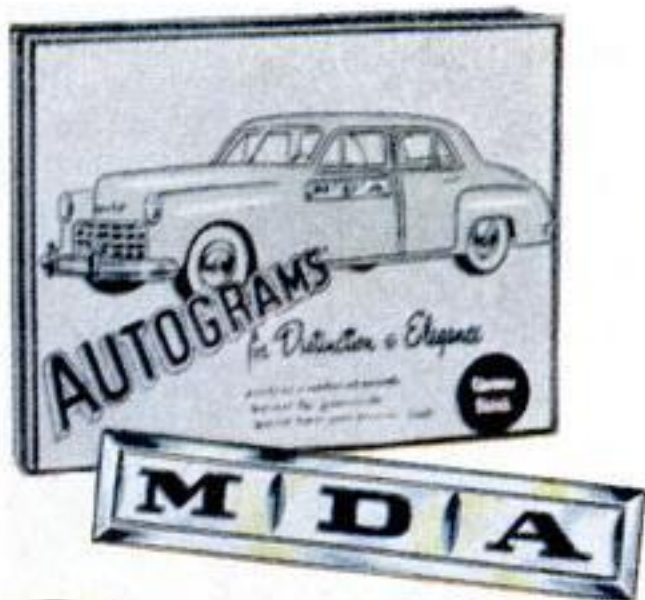
Budget Terms Available



## STAINLESS STEEL WHEEL COVERS

You'll like the handsome good looks of Lyon wheel covers. Non-magnetic stainless steel with a beautiful hub medallion on a bright red background. Easy to install. See them today.

**16<sup>95</sup>**  
Set of 4



## Signa-Craft AUTOGRAMS

The Original Self-Adhering Metal Monograms

Personalize your car with your own initials. Signa-Craft Auto-grams are self-adhering, easy to apply. Chrome finish on stainless steel. Smart, too, for billfolds, luggage and other accessories you'd like personalized.

Frame and 2 Initials... **65¢**    Frame and 3 Initials... **89¢**



Lighter Well **130**

Pop-Out Unit **155**

## Driving's Safer With The New CASCO Illuminated Car Lighter Well

Fully automatic — just press it and the lighter pops out when ready. The "Vis-O-Lite" lighter well is illuminated, makes it easy to find in the dark. Safer, easier to use.

EASILY INSTALLED IN MINUTES

## Nor Jay HAND SPOTLIGHT

**549**

- 40,000 Candlepower G.E. Sealed Beam Unit
- Plugs into Cigarette Lighter on All Cars

Ideal for spotting house numbers, street signs, etc. Has a wire bracket that holds the light upright on the ground for use when repairing flats or for any emergency use.



LOW AS **17<sup>95</sup>\***  
Coaches and Sedans

## Firestone *Velon* SEAT COVERS

Velon is the Firestone miracle plastic that's never been known to wear out! Available in rich maroon or green plaids and in a beautiful

multi-colored stripe. Flawless workmanship and careful tailoring provide a perfect fit for the life of the car.

## Sparton DIRECTIONAL SIGNALS

It's easy to give your parking and stoplights the added function of turn signals. Sparton directional signals include a self-cancelling switch that cuts off the signal after turn is made. Complete kit, ready to install.

**12<sup>25</sup>**



## Anchor Matshields



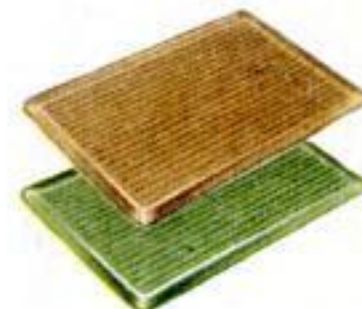
Protective one-piece half mats that fit over the center hump of any car — front and rear. Cover full width.

Keep your expensive original floor mats and rugs looking new. Use two in front of car and two in rear.

**209\*** and **229\***

**145\***

Black, Blue, Green, Wine, Taupe and Gray



Anchor All-Purpose Mats

Enjoy the Voice of Firestone on radio or television every Monday evening over NBC

**TRUCKS, FOR WORK AND RECREATION NOW ON SALE AT FIRESTONE**

Prices subject to change without notice.  
\* Slightly higher in some sections of the West.



# A dream and you

You don't have to grow up with an apron on to be able to bake a cake like this. You don't have to huff or puff or fuss yourself at all. Just go 'round to your grocer's and get yourself some strawberries and a package of

Pillsbury White Cake Mix. Milk is all you add (just milk) to come up with a dream that looks like this. Appeal to you? Shouldn't you and this dream get together? Shouldn't you?

*You and Ann Pillsbury  
can make a great team*



*Ann Pillsbury's Strawberry Shortcake:* Place crushed, sweetened strawberries (fresh or frozen) between and on top of baked, cooled Pillsbury White Cake Mix layers. Decorate with whipped cream.



**Milk is all you add**

Just add milk. No eggs, flavoring or extras of any kind required. These are complete mixes.

# Pillsbury CAKE MIXES

**WHITE • GOLDEN YELLOW • CHOCOLATE FUDGE**



# SINGING SISTERS OF SEAL BEACH

The Bell girls, 16 and 12, make music at home, big money away



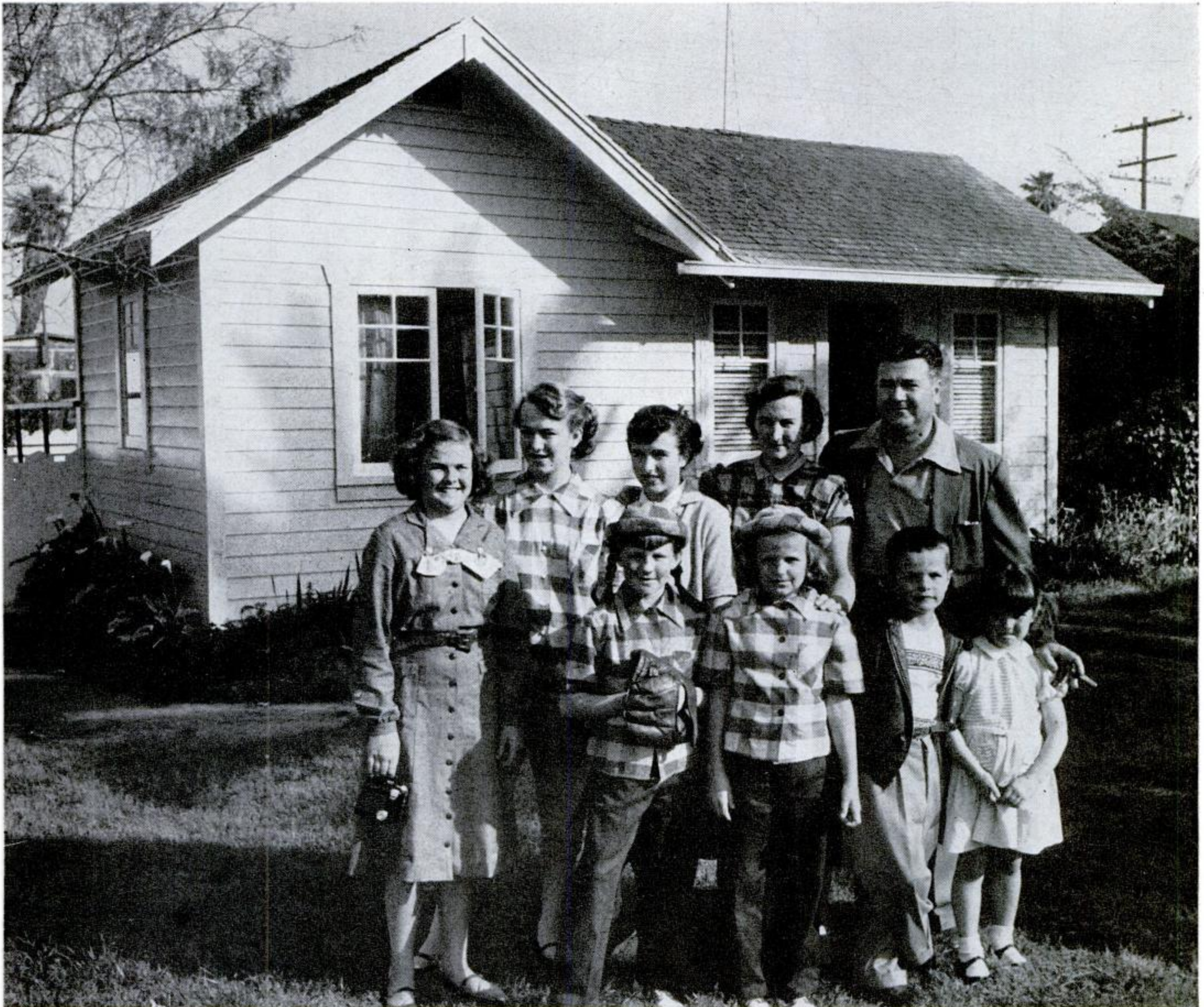
**FIRST HIT**, words and music by Cynthia, sold 500,000 records.

The four-room bungalow at Seal Beach, Calif., where an electrician named Strother lives with his wife and seven children, is bursting with music and girls. All of the Strothers' six daughters play the piano, the marimba or the harmonica or sing. Two of the girls, Cynthia, 16, and Kay, 12, have carried their musical activities away from home and, as the Bell Sisters, have become the hottest new sister team in the record business.

Success began when Cynthia, who composes as well as sings, wrote a song called *Bermuda* (left) which was recorded last year after she and Kay did it on an amateur TV talent show. They have recorded six more songs, the latest of which is *Rutza, Rutza*. The girls have recently been guests on shows with Crosby, Sinatra and Hope (p. 56). Next month they will sing at the San Diego County Fair, and then come to New York and Chicago movie theaters where their weekly salary will be around \$4,000. Meanwhile they still sing as they cook, wash and iron around the house with their sisters, untouched by fame except that Cynthia would someday like to own "a metallic purple Cadillac."



**SISTERS SING** in clipped, clear notes, always led by Cynthia (right) who conducts with her left hand.

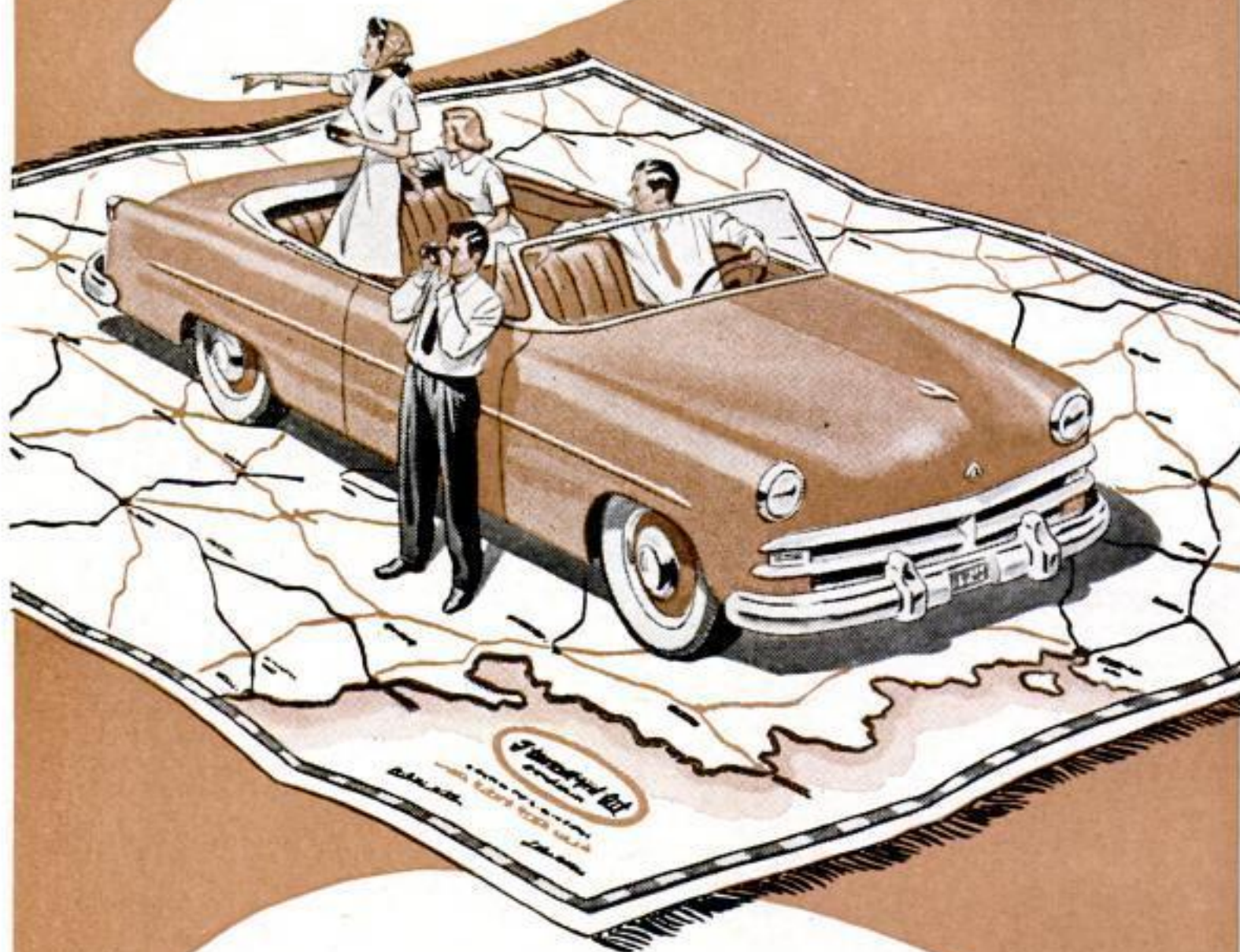


**THE HAPPY STROTHERS** stand before their small home, from which they are planning to move next year, keeping it as beachhouse. Back row, left to right,

are Kay and Cynthia, the "Bell Sisters" (Bell was their mother's name); Sharon, 14; Mr. and Mrs. Strother. Front row: Judy, 10; Paula, 9; Rex, 7; and Alice, 5.



Pile up the miles, but still...



**KEEP** the power you bought

Whether you pile up the miles in cross-country hops or start-and-stop city driving, give your motor a break. Use *only* 100% Pure Pennsylvania Motor Oil... made from the finest crude the world has ever known. It provides that comforting, money-saving, *extra* protection against the trouble and expense caused by high-pressure friction that robs you of the power you bought.

**BUY 100% PURE  
PENNSYLVANIA  
MOTOR OIL**

For your protection, only oils made from 100% Pure Pennsylvania Grade Crude which meet our rigid quality requirements are entitled to carry this emblem, the registered badge of source, quality and membership in our Association.



PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION  
Oil City, Pennsylvania

## Singing Sisters CONTINUED



SISTERS HOLD OUTDOOR REHEARSAL FOR THE SHOW

## THE TWO HARMONIZE WITH HOPE

A few weeks ago Kay and Cynthia went on a junket to San Francisco with Bob Hope to appear on his TV show at Fort Scott (*above*) and at a high school auditorium (*below*). They breezed through their parts completely unawed. Accustomed to singing anywhere—at home, at school, at parties—they have not the slightest idea what stage fright is.



**CLOWNING** with Bob Hope, Kay (*left*) and Cynthia start out by singing a number with him, squeeze him out and leave him silenced and disconsolate.

CONTINUED ON PAGE 58



**AMAZING NEW DISCOVERY!**

# Amm-i-dent Chlorophyll Tooth Paste

## Stops Bad Breath, Reduces Decay

**GUARANTEED NOT TO STAIN!\***

### AMMONIATED TO HELP PREVENT CAVITIES

That's important! Particularly to the children! Every brushing with Amm-i-dent's proven anti-decay formula helps prevent new cavities. Test after test proves it. Amm-i-dent reduces decay as no other dentifrice can do!

Now, with chlorophyll, Amm-i-dent provides the perfect tooth paste—protects against decay and mouth odors, as no tooth paste has done before.



### MORE DENTISTS RECOMMEND AMM-I-DENT TOOTH PASTE AND POWDER

One year after introduction, Amm-i-dent Tooth Paste and Amm-i-dent Tooth Powder were being recommended by more dentists than any other.

This same anti-decay formula is in new Amm-i-dent. If your children have had too many cavities, get Amm-i-dent right away. Help them to prevent cavities by regular use of Amm-i-dent.



### READER'S DIGEST SPREAD THE NEWS!

Millions of Americans first learned of chlorophyll and the ammoniated dentifrice through Reader's Digest articles. They tell the amazing story of the greatest dental advances of the century.

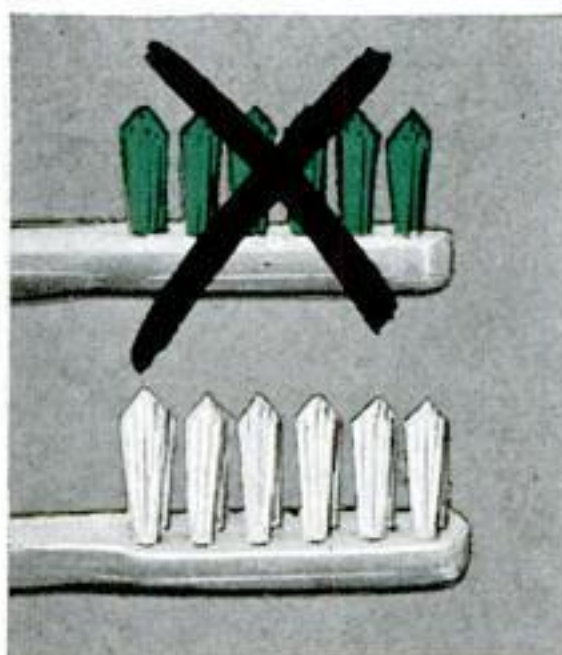


### Glorious, Refreshing "Springtime" Taste!

Your first brushing with Amm-i-dent Chlorophyll Tooth Paste will tell you why chlorophyll is called the "springtime" ingredient.

That clear, cool taste is as refreshing as fresh spring-water! How it wakes up your mouth—

chases away that "dead," dull taste, especially if you're a heavy smoker! And remember, Amm-i-dent Tooth Paste, with full strength, active Chlorophyll, kills mouth odors and helps to prevent cavities with every brushing.



### \*No Stain on Tooth Brush or White Towels!

Amm-i-dent Chlorophyll Tooth Paste is absolutely guaranteed not to stain. Your tooth brush stays white, brushing after brushing. Bathroom fixtures can't be discolored with green stains. Towels, clothes wash right out to snowy whiteness. No more ruined towels!

No more green brushes. It's chlorophyll with no stain!

### CHLOROPHYLL TO KILL MOUTH ODORS!

Now, at last, the magic action of chlorophyll has been combined with ammoniated anti-decay ingredients to make the perfect tooth paste—Amm-i-dent Tooth Paste with Chlorophyll. Regular daily use of Amm-i-dent Chlorophyll Tooth Paste kills all mouth odors instantly. And Amm-i-dent is guaranteed not to stain—as other chlorophyll products do.

It's the tooth paste for the whole family! Certainly you want your family to get the benefit of ammoniated anti-decay ingredients. And you want chlorophyll to kill oral bad breath. New Amm-i-dent gives you both!

Yes—here is the perfect tooth paste. It cleans your teeth to a sparkling smile. It reduces tooth decay. It destroys mouth odors. And it tastes wonderful! Get it today!



### Don't Kiss Romance Good-bye!

Today there is absolutely no excuse for giving offense. The powerful magic of full strength, active chlorophyll in Amm-i-dent can kill mouth odors instantly! Use Amm-i-dent Chlorophyll Tooth Paste twice a day.

Amm-i-dent Chlorophyll Tooth Powder, too. 47¢



# AMM-I-DENT

*Full Strength*

AMMONIATED TOOTH PASTE WITH **CHLOROPHYLL**

ONLY **53¢**

AMM-I-DENT INCORPORATED, JERSEY CITY, N. J.

**At Last! A GREEN TOOTH PASTE THAT WILL NOT STAIN**



ONLY LIFE BRAS BY FORMFIT ARE

*"Triple Fitted" to You*



... Because a vital new measurement has been added, you no longer need be content with a bra that fits *almost* right. For now Formfit, and only Formfit, takes the ultimate step to bra perfection. Fits you for *degree of separation*, as well as size and cup! ... Only LIFE BRAS by Formfit are "Triple Fitted" to (1) your bust size, (2) your cup size, (3) *your separation*—wide, medium or narrow. That's why a LIFE BRA means far lovelier lines. Far more comfort and freedom. Be "Triple Fitted." You'll know then why more women demand Formfit than any other make.

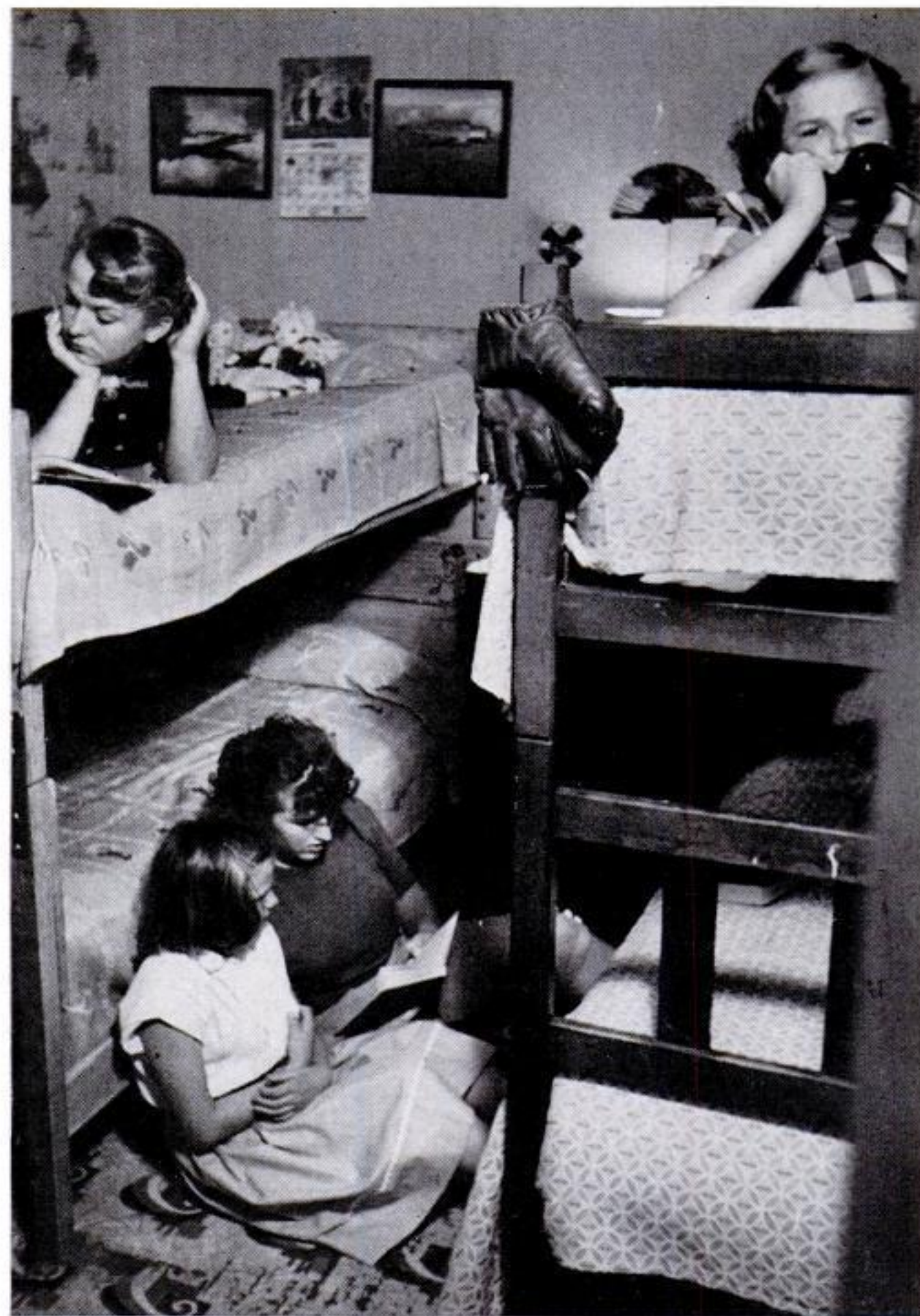
Life Bras from \$1.25

THE FORMFIT COMPANY, CHICAGO, NEW YORK



*For a Sweetheart of a Figure*

Singing Sisters CONTINUED



**BUSY BEDROOM** at Strothers' house has two double-decker beds. Cynthia (top, left) is studying biology; Kay is on phone, which has extension cord that reaches all over the house; Paula (left) and Sharon are reading on the floor.



**CYNTHIA BABY-SITS** for neighbor's children, Karen and Andy Huguenin. All the older Strother sisters baby-sit and usually charge 50¢ an hour, but now Kay and Cynthia are famous they meet increased demand by charging 75¢.



# Be Light-hearted!

**DOUBLE YOUR PLEASURE WITH CARLING'S**



**Like something extra for your money?**

Then join the thousands who are switching to Carling's *Light-hearted* Ale. *Light* as any beer drinker could ever wish for—plus a *hearty* extra pleasure that only an ale can give. Yet, with all its extras, Carling's costs no more than fine premium beer.

*Be Light-hearted...  
Stay Light-hearted...drink*



CANADA'S  
GREAT ALE  
IS NOW BREWED  
IN U. S. A.!

© 1952 Brewing Corporation of America, Cleveland, Ohio

# CARLING'S *Red Cap* ALE

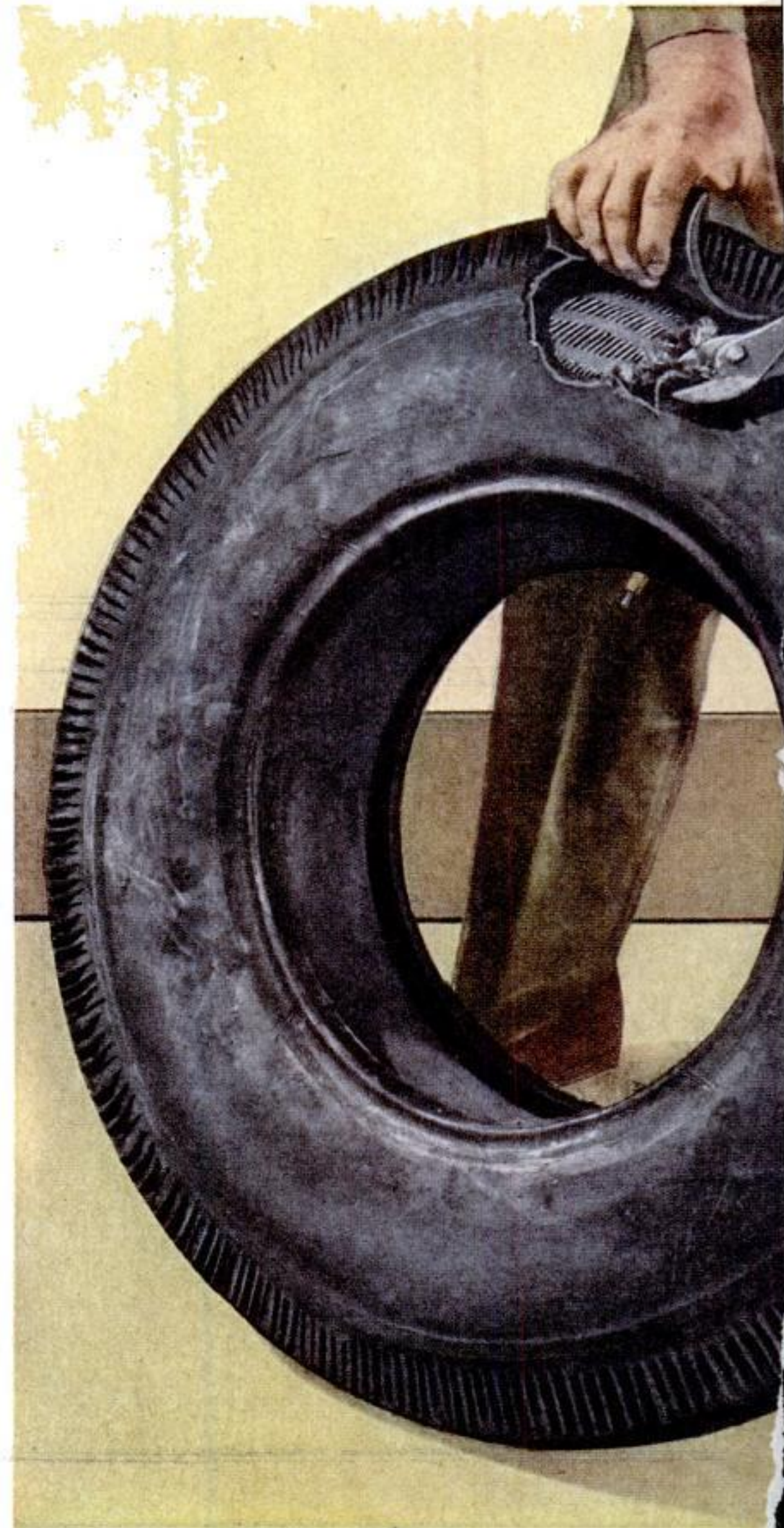




Only the new LifeGuard mo  
seals punctures... gives 100,0



● Some tires or tubes will give you a measure of protection against small, fabric-break blowouts like the one above. But this is only *one* type of blowout. *The New LifeGuard Safety Tube* gives you *complete* safety against *all* blowouts, makes the *worst* blowout as harmless as a slow leak.



● When you have a blowout like this (and 1 out of 8 motorists had blowouts last year), *only the LifeGuard double air-chamber principle* can protect you against dangerous loss of control! In 17 years, in millions of miles, we know of no case of failure of the LifeGuard principle in a blowout.

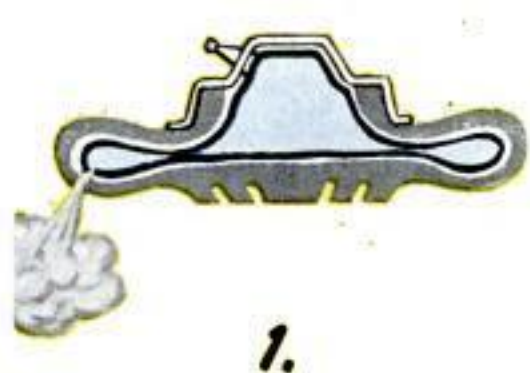
NEW LIFEGUARD SAFETY TUBES



# makes all blowouts harmless... 100,000-mile re-usable protection!



**SINGLE CHAMBER**



**LIFEGUARD  
DOUBLE CHAMBER**



**1.** When the conventional, single-chamber tire blows out, your car drops to the rim in a split second. As you can see, there is no reserve of air to protect you.

**2.** But with the New LifeGuard Safety Tube in your tire, only the *outer* chamber blows out. The *inner* chamber still holds air, a lifesaving reserve of air that allows you to come to a safe, controlled, straight-line stop.

**THE NEW LIFEGUARD SAFETY TUBE AUTOMATICALLY  
SEALS PUNCTURES WITHOUT LOSS OF AIR!**



Why should you bother to change a punctured tire? This tube mends its *own* punctures! If you should get a puncture (and half of all drivers got them last year), the puncture-sealant immediately fills the hole without loss of air pressure. And these New LifeGuard Safety Tubes by Goodyear *hold* air more than 5 times longer than natural-rubber tubes.

**THE ONLY 100,000-MILE RE-USABLE PROTECTION  
SAVES YOU 20% TO 43% PER WHEEL!**



This is the *only* protection against *both* blowouts and punctures that doesn't wear out when your tires wear out! You spread the cost of the New LifeGuard Safety Tubes over 3 or more sets of tires for 100,000 miles or more of blowout-safe, puncture-safe driving. Thus you save 20% to 43% per wheel.

You can use them in your *present* tires. Enjoy blowout-safe, puncture-safe driving *now*, for the price of the tubes alone! Just have your Goodyear dealer equip your present tires with New LifeGuard Safety Tubes!



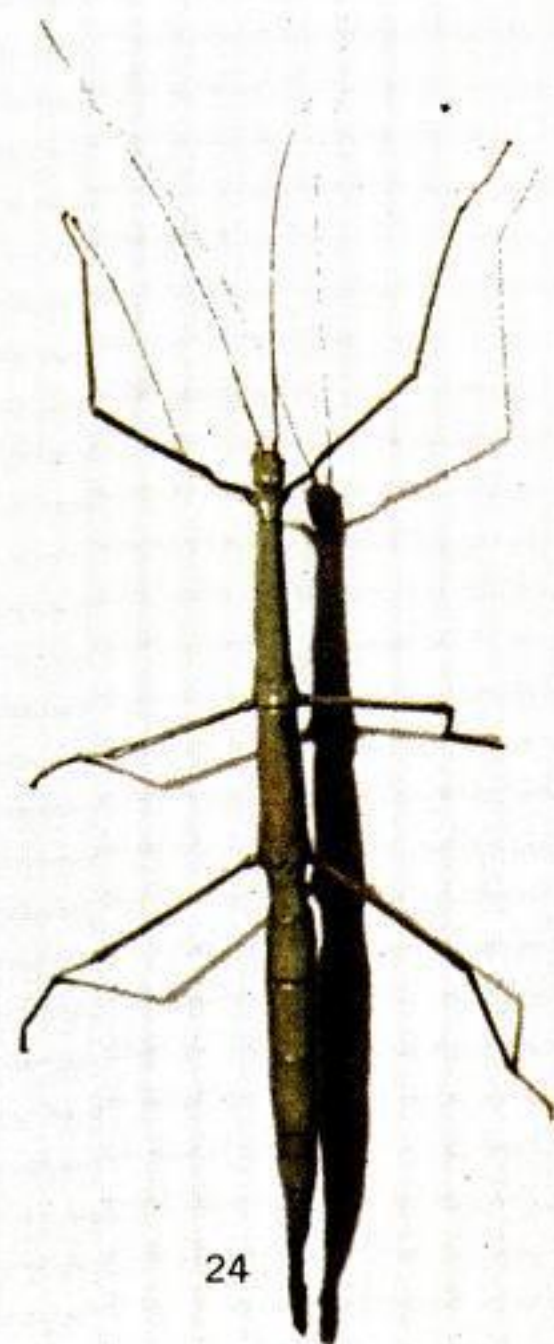
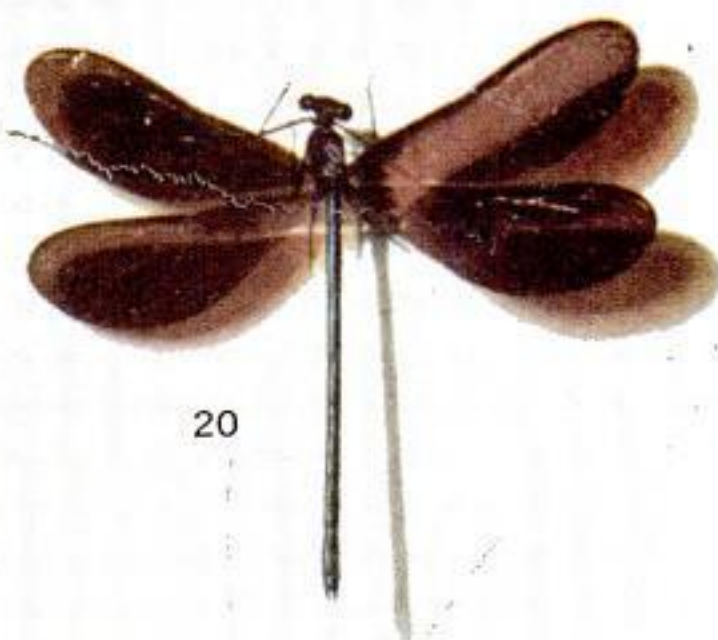
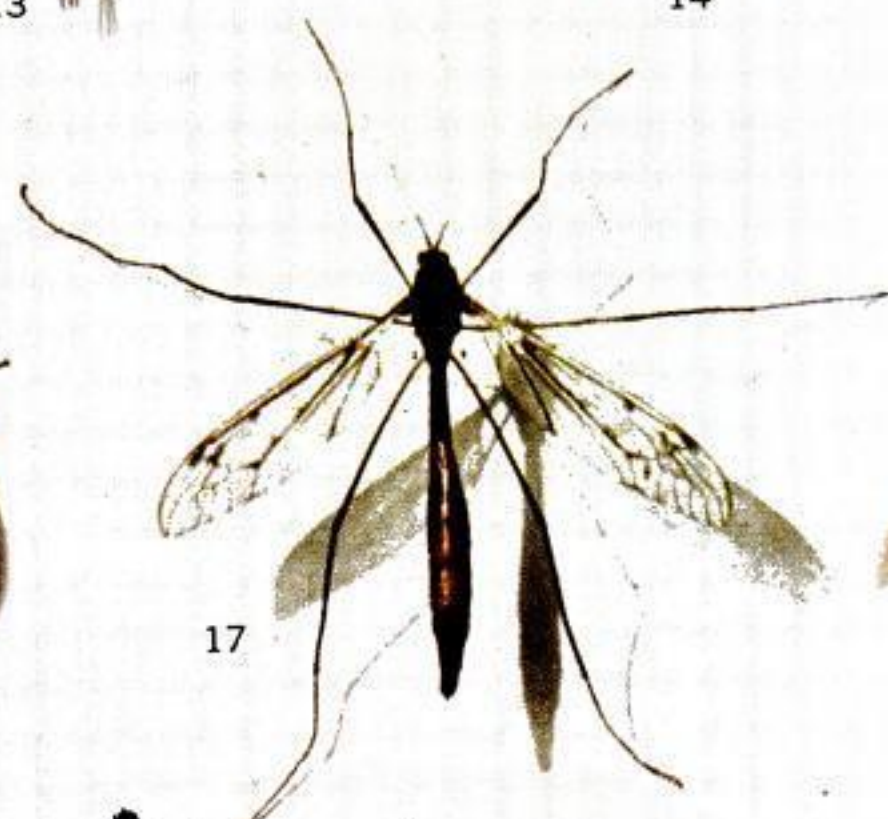
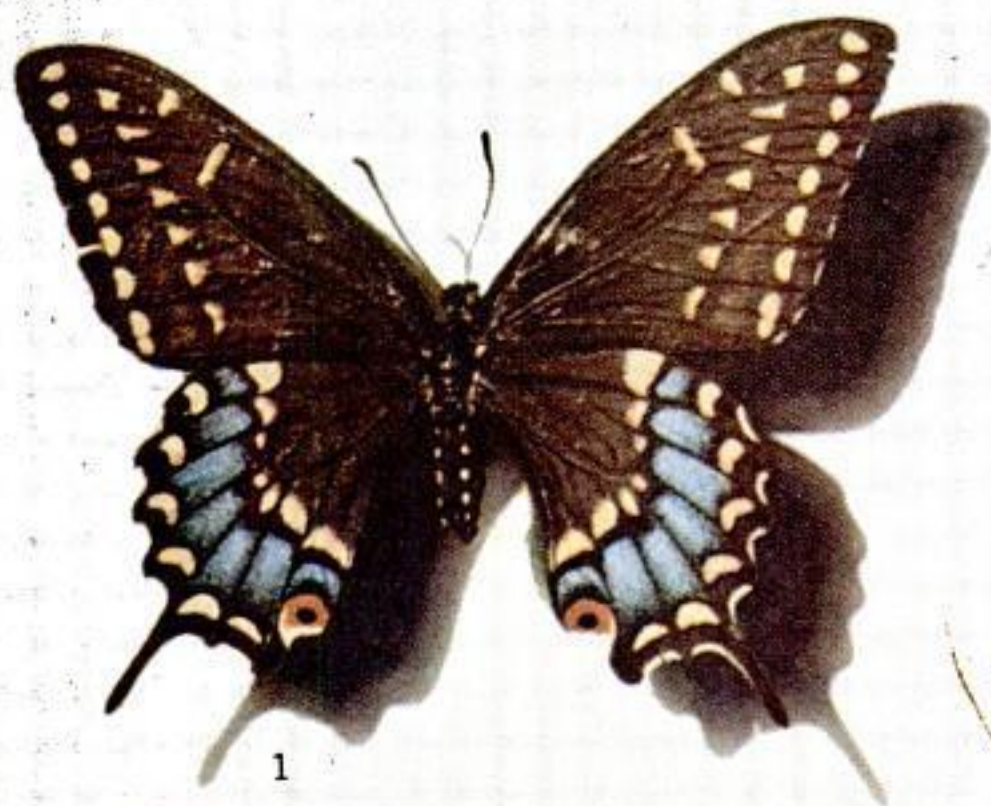
A Goodyear tire, plus the New LifeGuard Safety Tube, gives you the *safest* mileage, the *longest* mileage, the most *comfortable* ride on the road today! Remember—more people ride on Goodyear tires than on any other kind! They're *your* best tire buy, too!

by

# GOODYEAR

LifeGuard, T. M. —The Goodyear Tire & Rubber Company, Akron, Ohio









ENTOMOLOGIST PURSUES HIS HOBBY WITH NET

# COLLECTING INSECTS

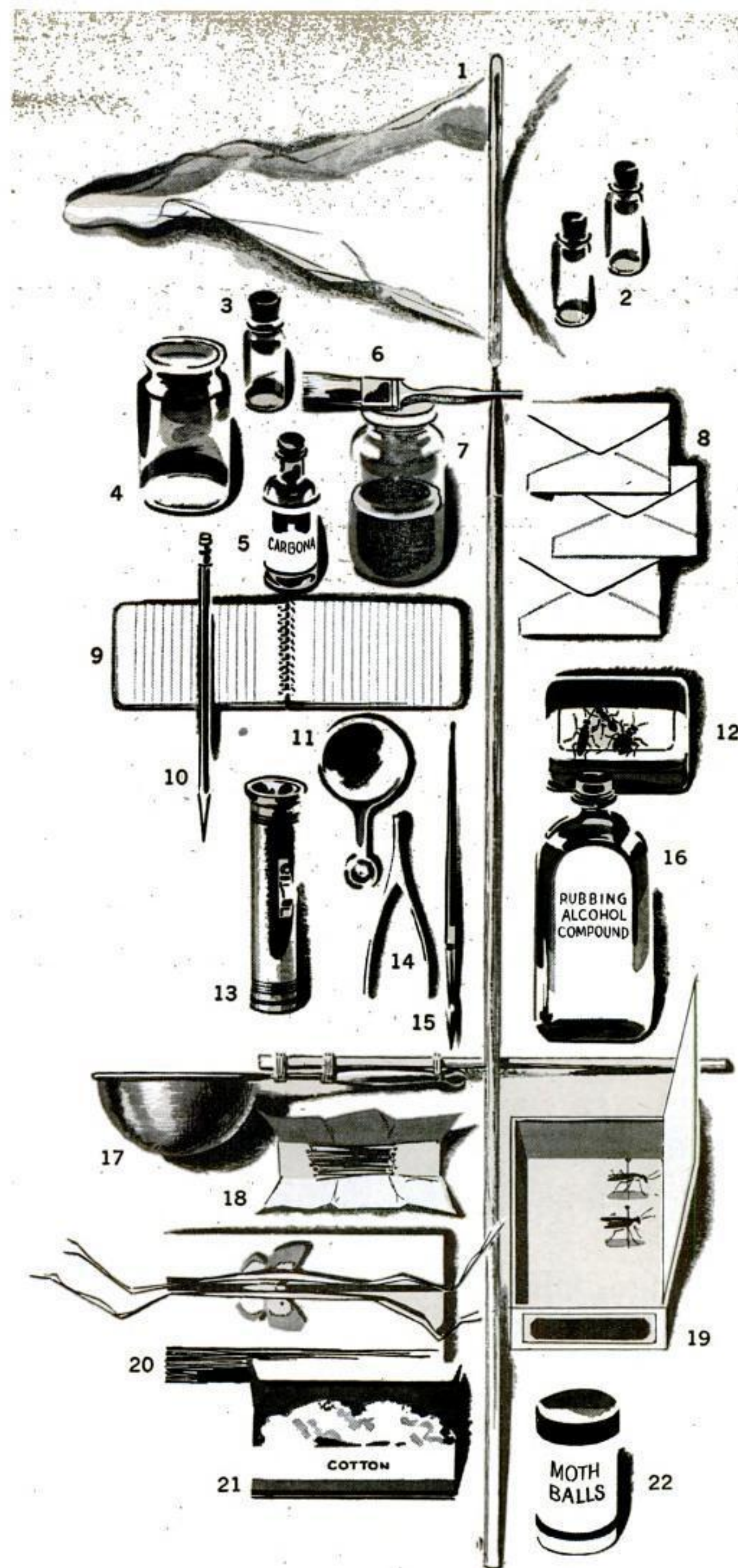
Here are the instructions and equipment for starting a scientific summer hobby

In the summer months there are trillions of insects running, flying, jumping and crawling all over the country. There are also 30 million equally active U.S. children with a long vacation on their hands. For the benefit of younger readers who are interested in the fabulous insect world, LIFE offers instructions for a fine summer hobby—collecting insects.

The study of insects is still a new science, and the amateur entomologist has a wide field in front of him. Some one million species have been classified and named, but there may be as many as nine million unknown species scattered all over the world, a majority of which are waiting to be identified. In a single acre of farmland there are apt to be several million insects, and even in New York City there are more than 15,000 species. On the opposite page are 25 common insects, but any hard-working collector will soon surpass even this colorful and varied group. With the inexpensive equipment shown at right, the collector will be able not only to catch his insects (*following pages*) but also to mount and preserve them. The wise entomologist always guards his collection with mothballs, for otherwise live insects will discover it and cannibalistically eat up his hobby.

## COLLECTOR'S SPECIMENS

These are 25 common insects that are easily collected in the summer months: 1—Carrot swallowtail butterfly, found in meadows. 2—Viceroy butterfly, found near flowers. 3—Clover sulphur butterfly, often found around ponds. 4—Virgin tiger moth, found in woods. 5—Ic moth, caught in woods at night with flashlight. 6—Green slug moth, found near shrubs. 7—Green tiger beetle, found in open sunlit places. 8—Gold bug, famous from Poe's story, which feeds on poplars and willows. 9—Elderberry borer, found on elderberry bushes and caught by dragging net through trees. 10—Green caterpillar hunter, found on trees or under cover in gardens. 11—Eyed elater, which has fake eyes for camouflage, found in orchards. 12—Giant ichneumon fly, a wasp, found on maples and beeches. 13—Pigeon horntail, lives on flowers. 14—Spider wasp, lays eggs on spiders which it has paralyzed by stinging. 15—Velvet ant, found in sandy places. 16—Horse fly, found in barnyards. 17—Crane fly, found in wet woods. 18—Midas fly, found in woods. 19—Dragonfly, found near water. 20—Black-winged damselfly, lives near streams. 21—Cicada, found in orchards. 22—Wheel bug, found in bean patches. 23—Round-winged katydid, lives in trees. 24—Walking stick, feeds on oak leaves. 25—Praying mantis, found near flower beds and rose hedges.



## COLLECTOR'S EQUIPMENT

Collecting equipment, whose use is shown on following pages, can be made at home or purchased cheaply. Necessary items are: 1—Butterfly net. 2—Bottles with stoppers for preserving spiders. 3—Small bottle with cotton soaked in Carbona for killing insects. 4—Large bottle with cotton and Carbona for killing butterflies. 5—Carbona. 6 and 7—Paintbrush and jar of beer and molasses mixture to smear on trees to attract insects. 8—Envelopes for storing butterflies on collecting trips. 9 and 10—Notebook and pencil for observations. 11—Magnifying glass for studying specimens. 12—Covered dish with damp cotton and blotting paper in bottom to relax the membranes of specimens before mounting them. 13—Flashlight for night collecting. 14—Tweezers to handle specimens. 15—Small paintbrush for picking insects off leaves. 16—Rubbing alcohol—at least 70% ethyl—for storing soft-bodied insects such as spiders. 17—Kitchen sieve reinforced by pole for scooping insects out of water. 18—Steel pins for mounting. 19—Cigar box with corrugated cardboard in bottom for storing specimens. 20—Mounting board, made of two pieces of wood separated by a groove, for spreading moths and butterflies. 21—Cotton to absorb Carbona in killing bottles. 22—Mothballs to protect collection from being eaten by other insects.





# LISTERINE TOOTH PASTE PROVEN CLINICALLY BETTER THAN CHLOROPHYLL TO STOP BAD BREATH

## Snow white, minty Listerine Tooth Paste . . .

has been proved in authoritative clinical tests to be more effective than chlorophyll in stopping bad breath of mouth origin. More effective in most cases not only for minutes, but for *hours* . . . four hours, five hours, and more! More effective in these tests than a leading chlorophyll tooth paste, chlorophyll mouthwash, and chlorophyll tablet. So, for longer lasting assurance, for this clinically proven protection against bad breath, trust Listerine Tooth Paste. And look at the money this super-efficient tooth paste saves you! *Two* . . . not one! . . . large size 45¢ tubes only 59¢.

**...AND A BETTER BUY!**  
**TWO (NOT ONE!) 45¢ TUBES**  
**ONLY 59¢**

## INSECTS CONTINUED

### HOW TO CATCH INSECTS



**BEATING BUSHES** brings down a rich harvest of insects, many of which cannot be readily obtained in any other way. Many specimens will be lost, however, unless a cloth is placed under the bush to catch them. Cloth is tied at corners to frame of crossed sticks so that it can be picked up without spilling contents.

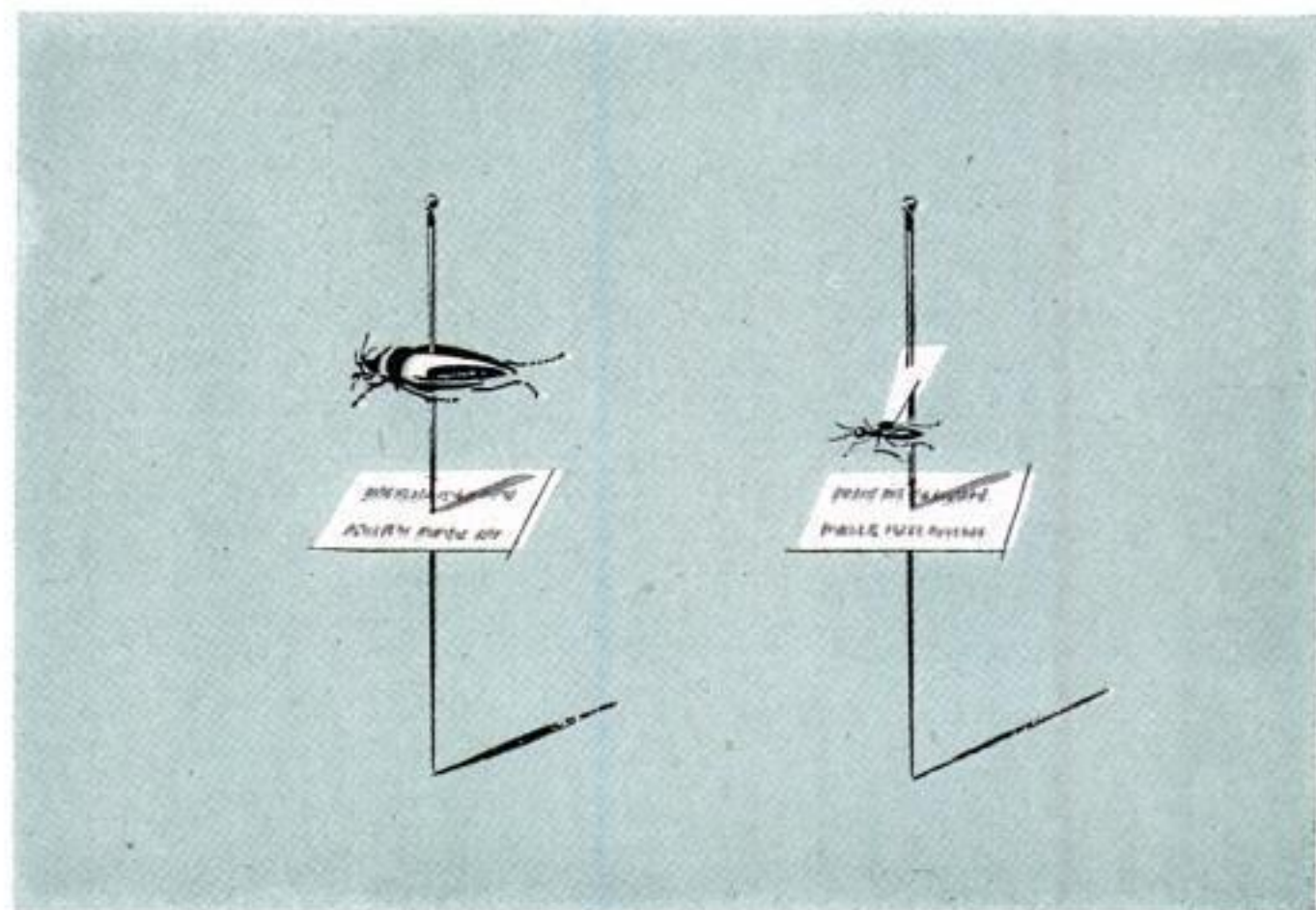


**WET PAINT BRUSH** is excellent for collecting very small insects. The brush, which is soaked in alcohol, picks up the insects gently and also kills them.



**SWEET SYRUP** made of molasses and spiked with beer or stale fruit juice is a good bait for nocturnal insects. It should be painted on bark of trees.

### HOW TO MOUNT INSECTS



**PIN-MOUNTING** is best method for large insects. Specially made pin, slender and sharp enough to pierce specimen without damaging it, is passed through body as shown at left above. Smaller species should be glued to the tip of a triangular paper point and the pin passed through the paper (above, right).





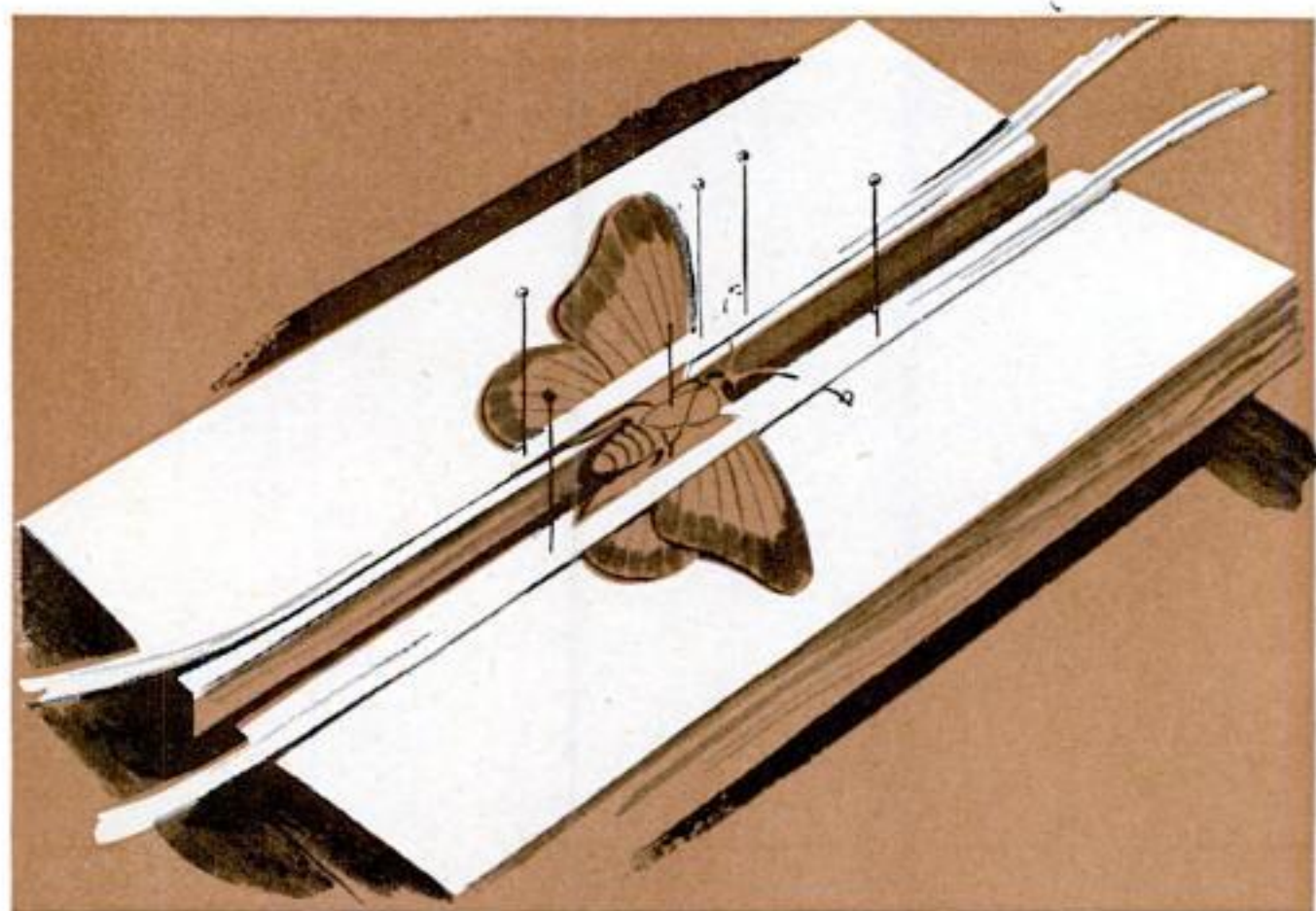
SCOOPING SPECIMENS out of shallow water is easily done with a kitchen sieve supported by a stick. Swimming insects should be taken up suddenly, from below. Others can be collected by sweeping sieve through aquatic vegetation. Less active types can be picked with forceps from submerged sticks and stones.



BURIED BOTTLE serves as trap for nonflying insects. Bottle is shielded from light and rain by stone, which is elevated on one side to let insects in.



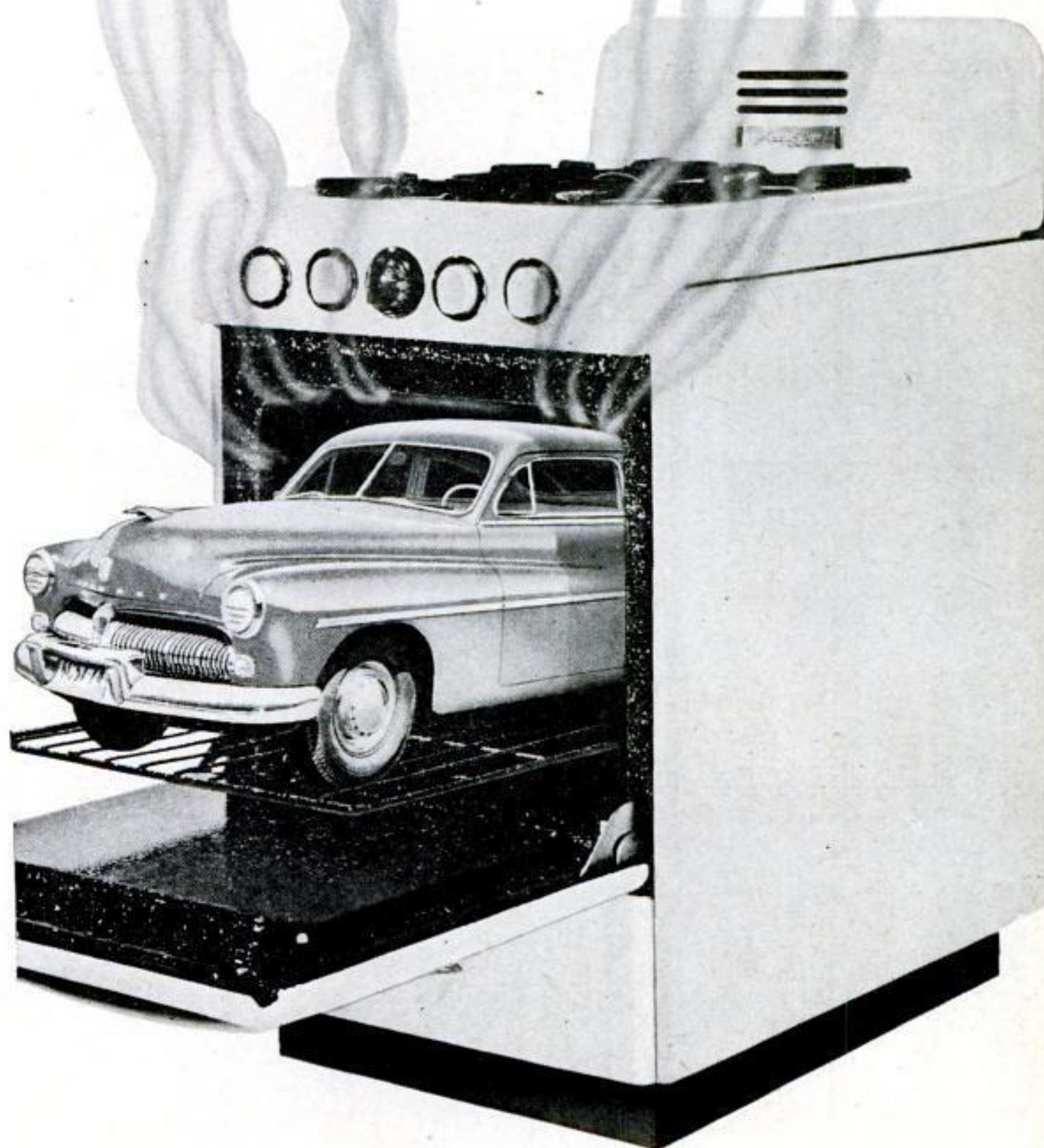
DISH OF WATER and kerosene placed under bulb traps night-flying insects. Method ruins moths but kills beetles without damaging them as specimens.



WING-SPREADING is necessary when insect dies with folded wings. This is done with pair of boards spaced so that insect's body can lie between them. With body pinned in groove, wings are spread and held down to dry with thin strips of paper. Additional paper should be placed over wings to prevent curling.

CONTINUED ON NEXT PAGE

## Don't risk ROAD RAVAGE\* when HOT SUN PUTS YOUR CAR IN THE OVEN!



## Simoniz® protects your car finish up to 6 months and longer

New speedy method now makes **SIMONIZING** far easier—anyone can do it in less than 2 hours.

"Thin Skin" liquid waxes just can't take it! Only tough, durable SIMONIZ thoroughly protects car finish from summer's scorching sun. It keeps colors from fading. Prevents chalking. SIMONIZ completely seals out all \*dirt, dust, traffic film, road scum. Protects finish up to 6 months and longer!

Don't let Road Ravage ruin your car! Get dependable 6 month protection with SIMONIZ. It actually takes less time per year than "Thin Skin" liquid waxes. You'll be surprised how easy it is. Thousands now SIMONIZ their cars in less than 2 hours. For complete protection all summer long—SIMONIZ your car today!



**IMPORTANT!** It is necessary that your car be clean first. For best results clean with easy-to-use SIMONIZ LIQUID KLEENER.

**MOTORISTS WISE SIMONIZ!**

Why "Thin Skin" liquid waxes can't stop **ROAD RAVAGE**



In a whole container of liquid car wax there is less than a spoonful of real wax—the rest is just liquid. No wonder they fail to give lasting protection! But Simoniz is not a liquid. Every can contains 100% tough, durable Simoniz. That's why it lasts so long—protects up to 6 months.





The sights are all you  
dreamed they'd be...  
the **Comforts**  
even more so

—on any one of Santa Fe's  
five great trains each day,  
each way, between Chicago  
and California, through  
the most colorful part of  
**America.**



**Super Chief - Chief - El Capitan  
Grand Canyon - California Ltd.**

R. T. ANDERSON, General Passenger Traffic Manager, Santa Fe System Lines, Chicago 4

## INSECTS CONTINUED

### GROW YOUR OWN SPECIMENS

Many young collectors enjoy raising caterpillars which turn into handsome moths and butterflies. For caterpillars which spin cocoons, use a cardboard box with small holes in the top to allow plenty of air. For caterpillars which do not spin cocoons, use a ventilated glass jar with damp earth in the bottom. Notice the foliage the caterpillar is caught on and see that it gets a steady supply of fresh leaves as food. The pupa usually becomes a moth or butterfly in the spring. Do not help the pupa's "hatching" process. It needs the exercise to develop its wings.



SWALLOWTAIL caterpillar eats parsley, does not spin cocoon but in pupa stage will attach itself to a stick or twig. It becomes the carrot swallowtail (p. 62).

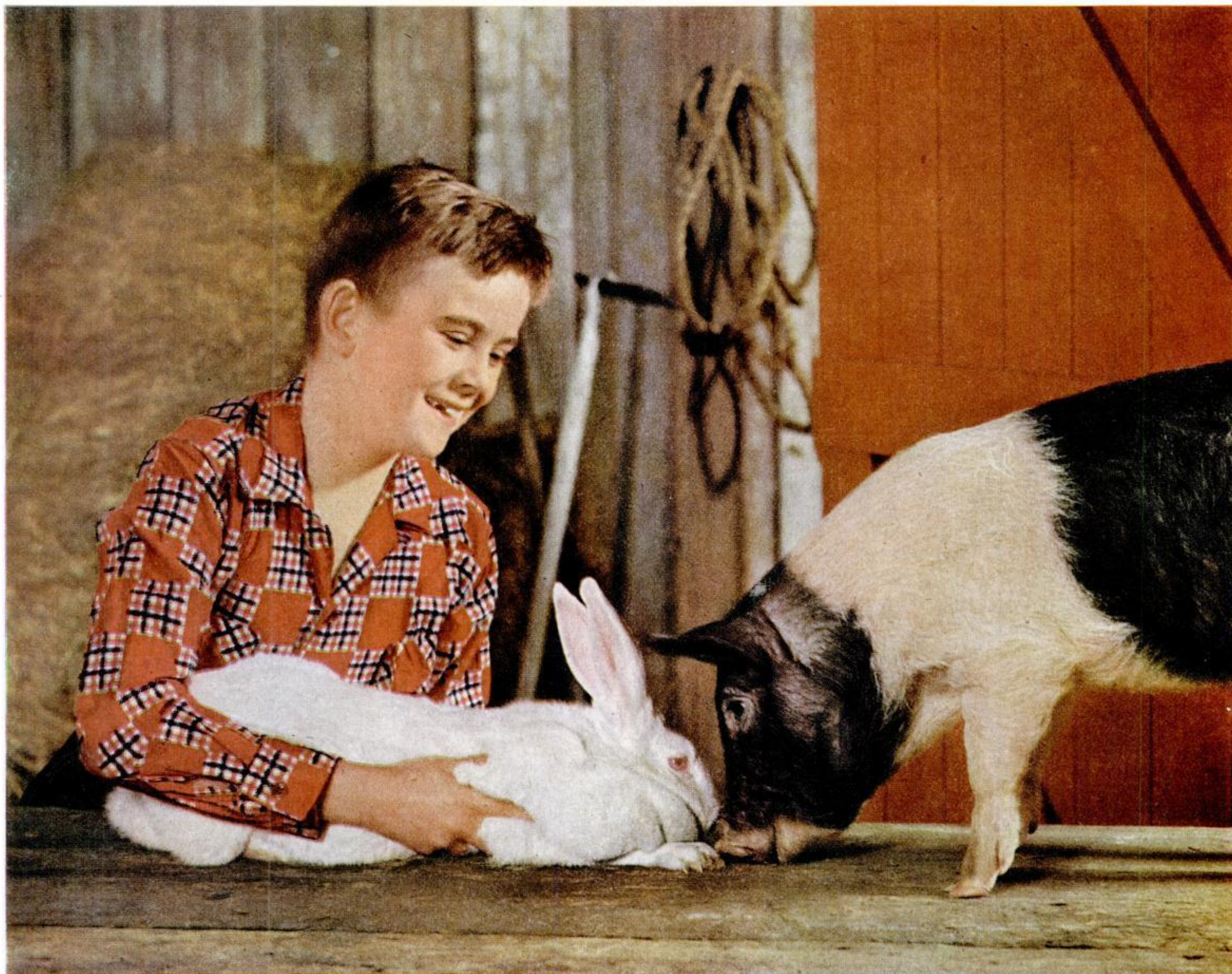


TOMATO WORM eats tomato and potato leaves, burrows into earth for its pupa stage instead of spinning a cocoon. When hatched, it is called a sphinx moth.



CECROPIA caterpillar eats maple and willow leaves, spins a cocoon. It becomes a large and beautiful moth (see "Why Insects Change Form," LIFE, Feb. 11).





## How the rabbit **protected** the pig

The pig's deadliest enemy is one of the smallest of germs, the ferocious little virus of hog cholera.

This country had some 100 million hogs in 1950. Farmers used a hog cholera virus, which had to be used with a protective serum. Although this combination saved many of these millions, deadly cholera still buried millions of pigs each year deep in the ground.

Virus scientists at *Lederle* were hard at work on this pig problem. "Rabbits don't get hog

cholera," they reasoned, "let's see how rabbits can handle the germs." Strangely, the bodies of timid rabbits made this murderous virus gentle and well-mannered. This was the key step in several years of research toward a far-reaching new development in hog cholera vaccine.

Then, as always in its research on animal diseases, *Lederle* began practical field tests. Many thousands of pigs proved that the new vaccine, ROVAC\* Hog Cholera Vaccine, gave a strong immunity. It "took" 7 days after vaccination.

It would not give the disease to unvaccinated pigs. It was much easier to use.

The new hog cholera vaccine is one in a long list of *Lederle* research discoveries to help farmers improve their livestock and poultry. It means that more hogs will go to market at less cost. And there'll be more "meat on the table" for millions of Americans.

\*Reg. U. S. Pat. Off. Full name of this product is: ROVAC\* Hog Cholera Vaccine (Modified Live Virus) Rabbit Origin—Vacuum-Dried.

**Lederle**—helping man, and his herds and flocks,  
(pronounced Led'-er-lee)  
toward bountiful **health**



LEDERLE LABORATORIES DIVISION  
AMERICAN CYANAMID COMPANY  
30 Rockefeller Plaza, New York 20, N. Y.





U.S. Koylon Foam gives you carefully controlled compression for greatest comfort. It's creamy white, dust-free, odorless.

# U.S. Koylon Foam...



## ... brings you new Cradling Luxury in Today's Finest Furniture

U.S. Koylon Foam is molded into the body-resting shape it will keep for life. In every position, it buoyantly supports you for the most relaxing comfort ever.

It's always self-fluffing. U.S. Koylon Foam springs back into shape instantly... never needs punching or shaking... always welcomes you with freshly plumped luxury. And because U.S. Koylon Foam absorbs the strain of sitting, beautiful upholstery fabrics wear much longer. You'll wonder how you ever lived without this practical, smooth luxury.

*Always fresh, it breathes!* U.S. Koylon Foam actually gives you air-conditioned cushioning. Its superb comfort appeals to everyone in the home.

**U.S. Koylon**  
FOAM  
*Cushioning*

U.S. Koylon is the finest Foam... and  
the finest furniture offers it



**UNITED STATES RUBBER COMPANY**  
ROCKEFELLER CENTER • NEW YORK





In Pullman's new "FOAM" furniture, the backs, arms and cushions spring back into shape instantly. It always has that "like new" look.

U.S. Koylon Foam...

# *A New* PULLMAN *Comfort Feature*

NOW—Pullman's specially engineered spring construction is combined with all-over cushioning of finest FOAM (rubber) to provide an absolutely NEW conception of complete, luxurious sitting comfort. Choose from the "styled-to-the-minute" Pullman models illustrated on these pages, and many others—and from the Pullman collection of newest, quality-rich fabrics and modern 1952 colors. Pullman furniture is featured by leading department and furniture stores from coast to coast.

*Pullman also makes the Pullmanaire—"world's most comfortable lounge chair"—and the famous Pullman Sleeper, custom-style sofa bed.*



**PULLMAN**  
**"UNDER-COVER"**  
**Quality**  
is your assurance  
of "lifetime" comfort and beauty

Pullman's *Correct-Posture* design is another important contribution to complete sitting comfort.



*Styled to the minute*

**\*PULLMAN**

Built for a Lifetime

\*T. M. Reg.



**PULLMAN COUCH COMPANY, Chicago, New York, Los Angeles and Newton Falls, Ohio**





## Milwaukee's Finest Beer\*

\*News for beer lovers: In Milwaukee, beer capital of America, Blatz is the favorite beer, outselling every other brand by a wide margin. That's quite a testimonial . . . so wherever you are when you want Milwaukee's Finest Beer . . . ask for Blatz.

BLATZ BREWING COMPANY • MILWAUKEE, WISCONSIN

©1952, Blatz Brewing Co., Est. 1851 in Milwaukee, Wis.





PLAYING AGAINST THE FIELD, BEN HOGAN RAISES PLUME OF SAND BUT BARELY GETS BALL OUT OF TRAP. LIKE ALL GOLFERS HE HAD ALIBI: A BAD DOWNHILL LIE

## 14,000 GOLFERS BEAT BEN HOGAN

Playing in LIFE Tournament 14% of entries win medals with help of full handicaps and Ben's bogeys

The hope that moves every duffer as he prepares to play a round of golf was powerfully evident on 1,200 U.S. courses on the last day of May. From Pebble Beach, Calif. to Pinehurst, N.C. 100,000 golfers approached the first tee with a glint in their eyes and a special fervor in their swinging. If the swings were lustier, the grunts louder, the hooks and slices more pronounced, it was because of the competition. Each of them was engaged in a man-to-man duel with U.S. Open Champion Ben Hogan in LIFE's National Golf Day Tournament. The tournament, sponsored by LIFE and the Professional Golfers' Association, was the first of its kind ever held.

While Hogan was playing over the course where he will defend his Open championship this week (pp. 72, 73) and getting over-par bogeys on three holes, his opponents were battling par and the elements the nation over. They got soaked by rain in the east and at various other places (which kept the total number of players below preliminary estimates). But, helped by handicaps (the difference between their average score and par), there were contestants who beat Hogan everywhere they played—even at Sandpoint, Idaho where only two played and one had to quit when he was called home. In Albuquerque one enthusiast who beat Hogan in the morning went out in the afternoon and did it again. A 50-year-old woman from El Centro, Calif. scored a hole-in-one but did so poorly on the other holes that she wound up a loser. Among other losers were the governors of Rhode Island and Texas and Senator Robert A. Taft. All told there were 14,000 golfers who beat Hogan, but one who gave him a real licking—from scratch with no handicap—was a big Texas policeman (right).



**VICTORS AND VANQUISHED** meet after play in Dallas. Hogan (left) with 71 shows medal to housewife with net 69 and Cop Andy Sword who shot nonhandicap 7-under-par 64. Sword's round was best reported in first two thirds of returns.





## THIS IS HOW HOGAN PLAYED HIS PAR 71 ON U.S. OPEN SCENE

The key round in the case of Ben Hogan *vs.* the people was played at Dallas, Texas over the long, rolling Northwood course, scene of this week's U.S. Open championship. The weather was as balmy as it was bad throughout most of the rest of the country. Even the usually icy Hogan thawed under the south wind and sunny skies as he warmed up on the practice tee and joked with the crowd. But as he strode to the first tee and selected a Number 1 iron for his

opening shot (*above*) he admitted feeling a "little strange." For the first time in his life he was surrounded by a gallery of 1,500 expectant fans and not one single, solitary foe.

Hogan played his solo round against par cautiously and deliberately. His tee shots were accurate and when he really laced into them boomed out about 300 yards. When a difficult 25-foot putt curled into the cup for a birdie (indicated by drawing of bird) on the fourth





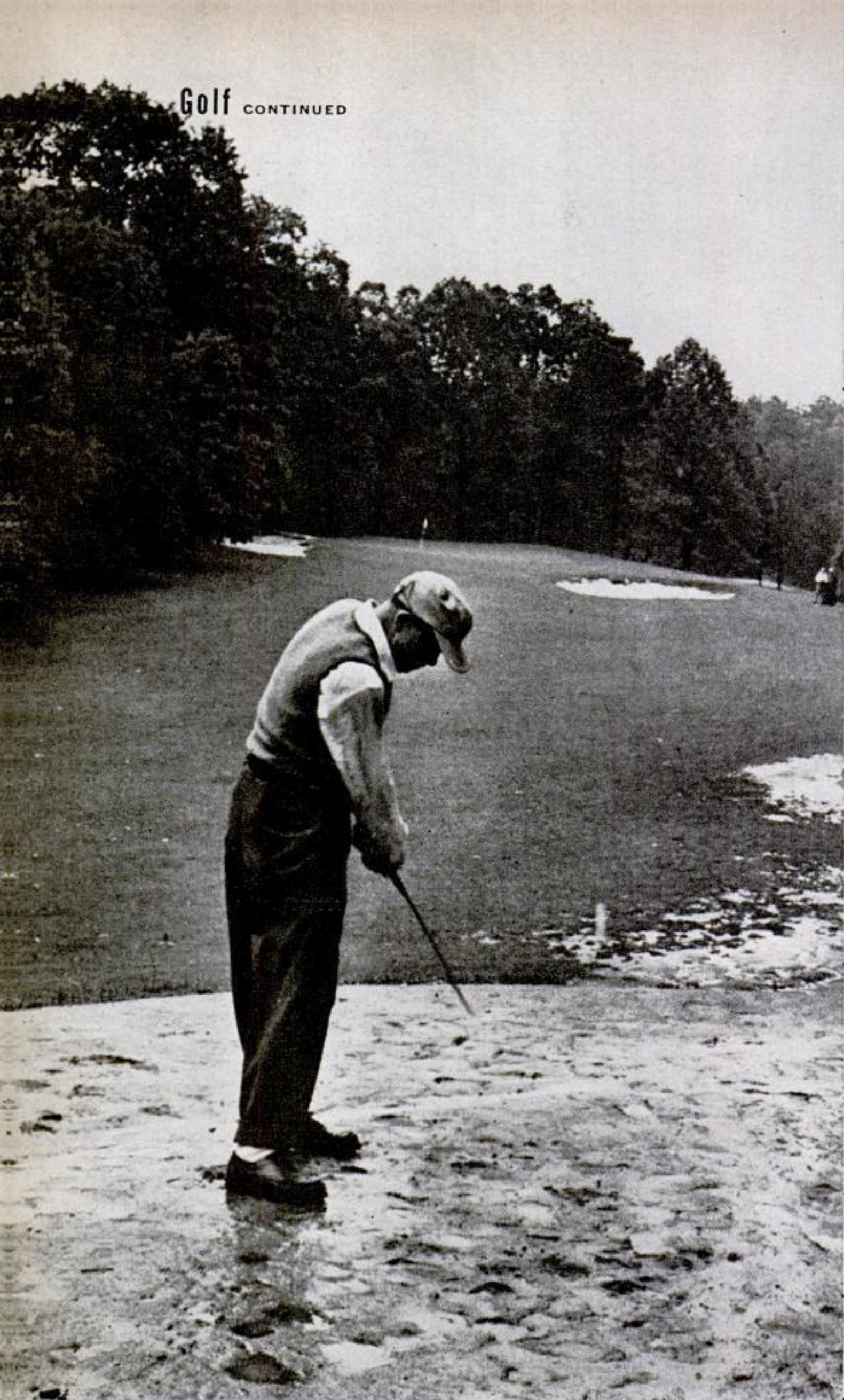
green the crowd let out an enthusiastic roar. Already two under par, it appeared to the gallery that he was on his way to a really sensational round.

He was still two under par after the first nine. But then the vagaries that afflicted his adversaries all over the nation began to get him and he wound up with even par 71. On the 11th hole Hogan's approach was too timid and his chip too strong, giving him his first bogey. He got

another on the 13th where he three-putted. (In diagram the angle of Hogan's putts is exaggerated for clarity.) He one-putted on the second, fourth, 12th and 16th, two-putted the rest. On the 16th he pulled his tee shot into the trees. He inspected his lie for fully five minutes, deliberating on whether to go for the green or play safe by chipping out into the fairway. He chipped out, took one-over-par. "That should cost LIFE another 10,000 medals," he remarked ruefully.

	YARDS	PAR	HOGAN		YARDS	PAR	HOGAN
1.	366	4	4	10.	390	4	4
2.	512	5	4	11.	440	4	5
3.	433	4	4	12.	198	3	2
4.	447	4	3	13.	348	4	5
5.	157	3	3	14.	487	5	5
6.	473	5	5	15.	410	4	4
7.	422	4	4	16.	220	3	4
8.	445	4	4	17.	386	4	4
9.	220	3	3	18.	407	4	4
TOTAL		36	34	TOTAL		35	37





**RAIN-SOAKED ADMIRAL** Ralph J. Arnold hits from muddy 14th tee at Philadelphia's Walnut Lane course. Weather gave him excuse for his 95.



**FAMOUS HOLE**, the 16th at Cypress Point, Calif., challenges a foursome playing Hogan. A nightmare for duffers, known record for golf balls lost here by a player is 13.



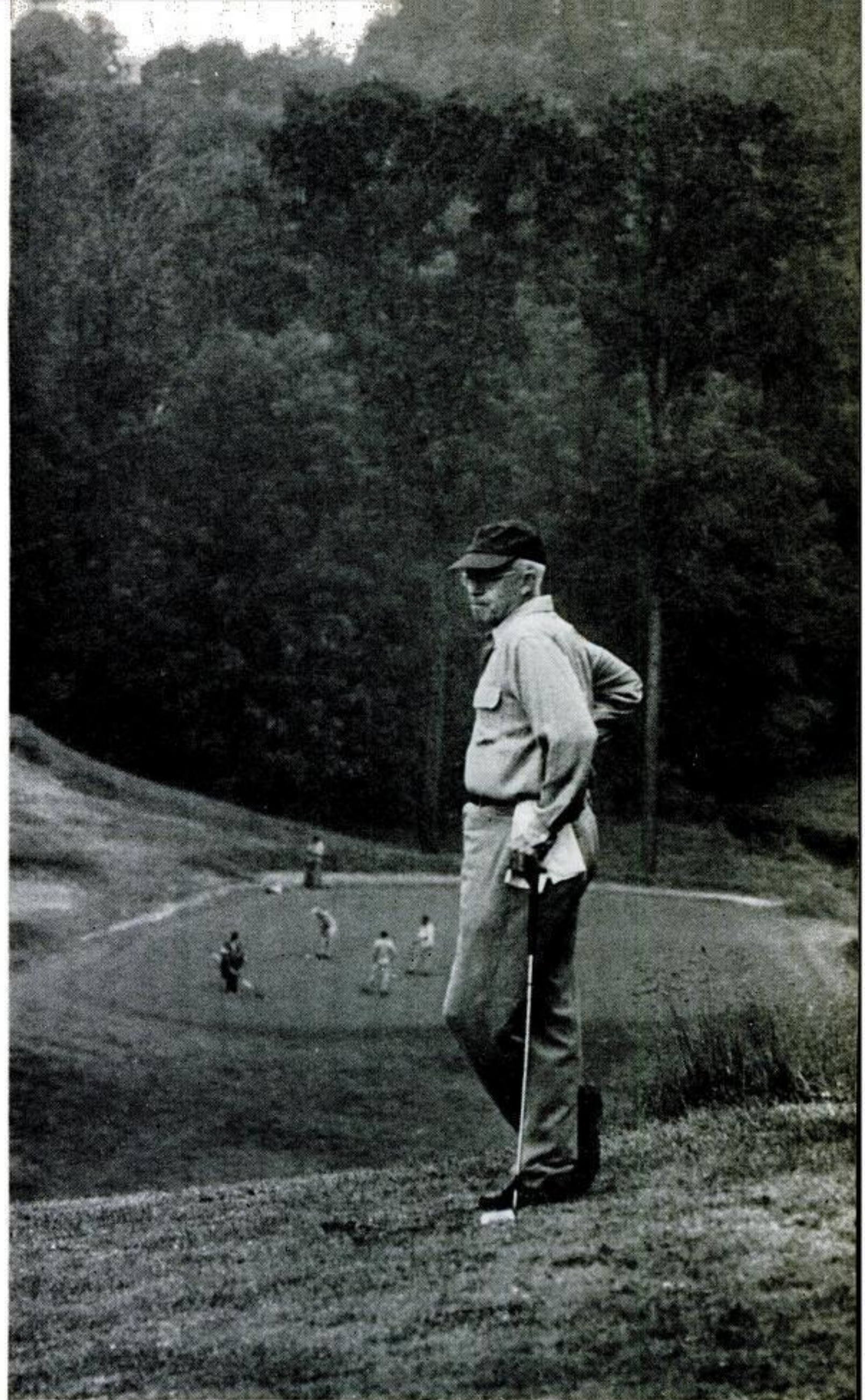
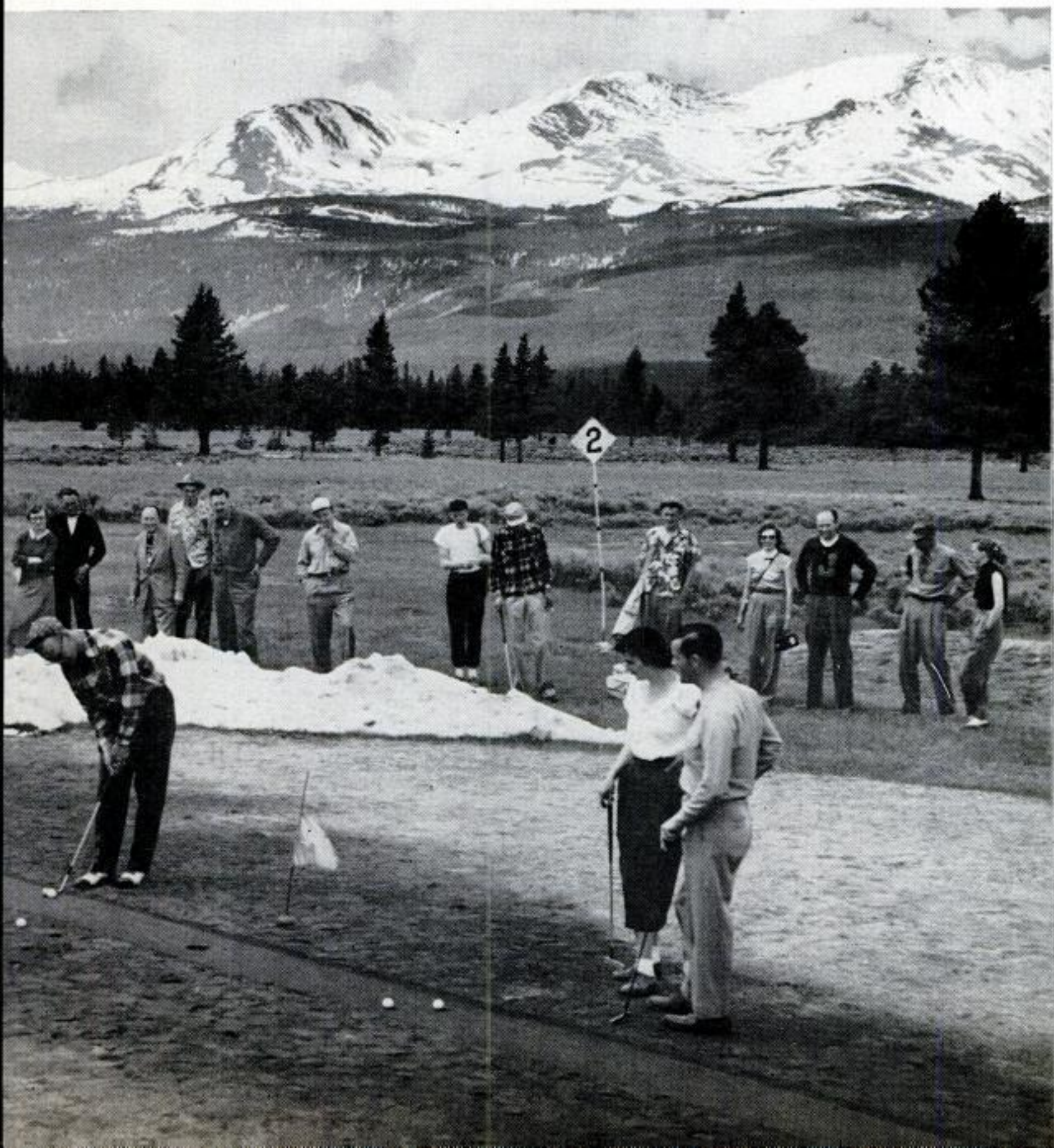
**HAPPY INDUSTRIALIST** Henry Ford II wears smile as he takes practice swing at Country Club of Detroit. His 74 was not low enough to win.







**HIGHEST COURSE** (below), two miles up at Leadville, Colo., still had snow beside the green. The greens were sand and players moved ball to special rolled strip to putt.



**PATIENT GENERAL** Omar Bradley waits for foursome to vacate green at Army-Navy Country Club. With handicap of 11, he shot 85 for a net 74.



**TRAPPED INGENUE** Janet Blair explodes ball out of sand at the Country Club in Cleveland. On tour with *South Pacific*, she posted a 114 and lost.



"It's our Westinghouse Debonaire Fan . . .  
but they call it their cool-off love seat."



YOU CAN BE SURE...IF IT'S Westinghouse

# SOUP FOR LUNCH HOT AND HEARTY AND OH, SO GOOD! MAKE IT *Campbell's* CREAM OF MUSHROOM SOUP

Fresh, cultivated mushrooms—heavy whipping cream . . . Mmm—Good!



## THE GENERAL TIRE SAF-T-MILER



### Slick Tires are KILLERS!

Trying to get the last 10% of tire mileage accounts for 90% of tire trouble. Why risk it? Your "slicks" will cover the down payment on new, safe GENERAL SAF-T-MILERS.

SEE YOUR GENERAL TIRE DEALER

## No more Mosquito Bites!



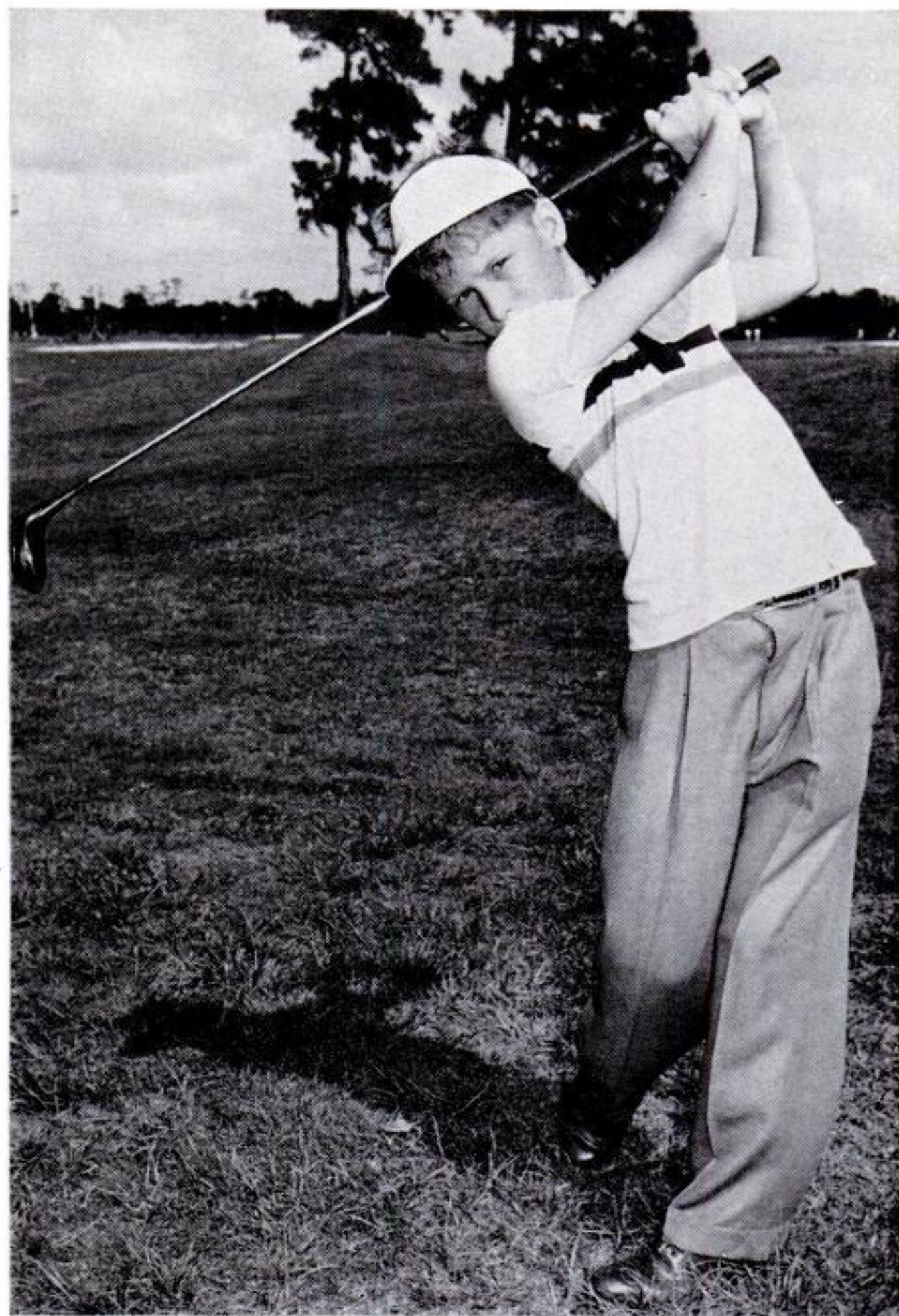
New Insect Repellent keeps mosquitoes, flies, chiggers away for hours—lets you enjoy outdoors in comfort!

Smooth Skat on your skin and insects won't bite you! This new formula is so effective it actually keeps mosquitoes, flies, chiggers off your skin—away from you for hours! Pleasantly fragrant . . . not sticky . . . Skat is absolutely safe for nail polish, clothes, plastics. Use Skat and really enjoy picnics, barbecues, gardening in comfort!

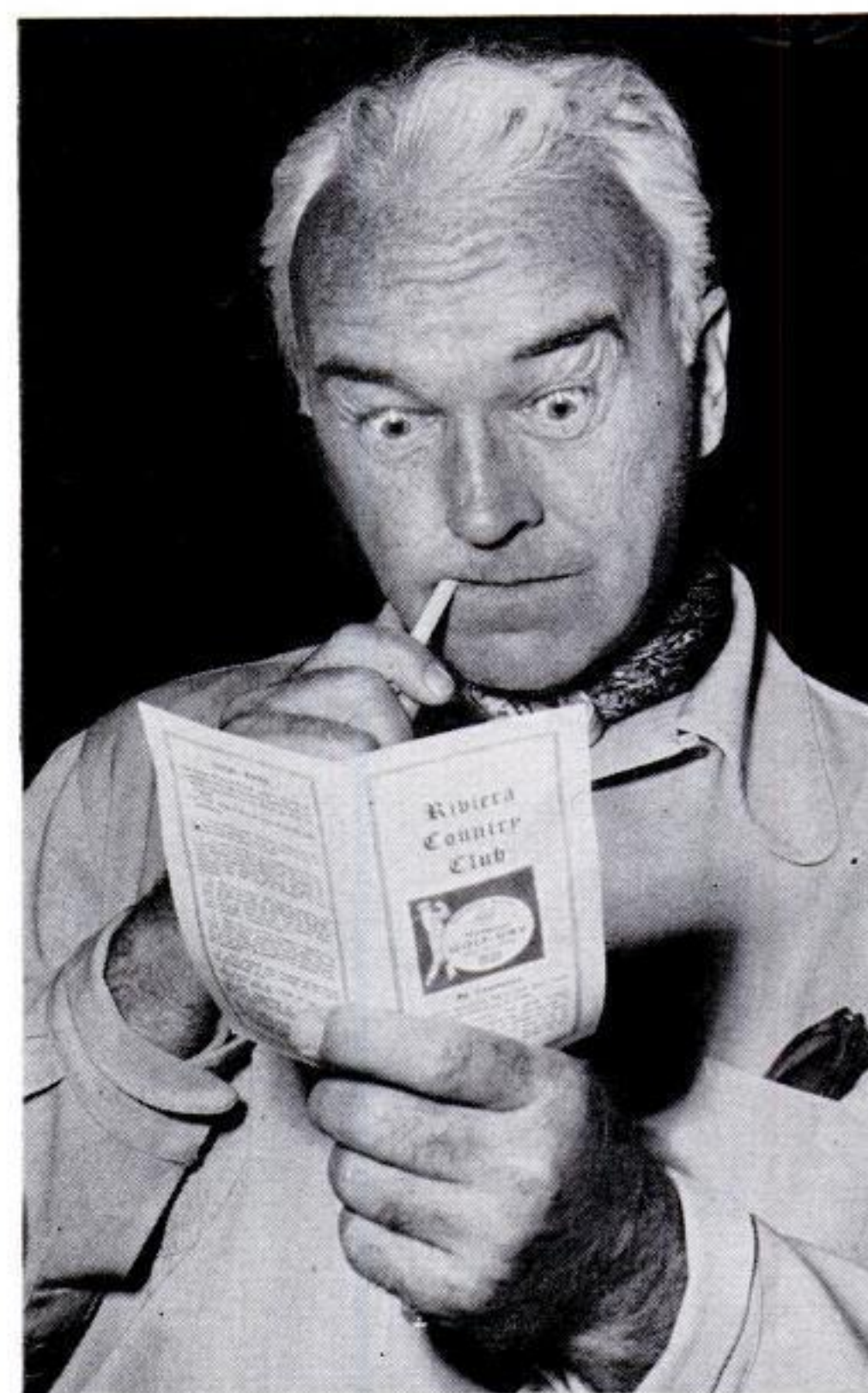
New **SKAT** INSECT REPELLENT

BASED ON A FORMULA USED BY THE UNITED STATES ARMED FORCES

## Golf CONTINUED



**10-YEAR-OLD WHIZ** David Boyd played against Hogan at Jacksonville, Fla. Hitting 200-yard drives, he shot 84 which, with his 15 handicap, netted him a 69 and earned him medal LIFE presented to all who beat or tied Hogan.



**HORROR-STRUCK HOPALONG** studies his scorecard. Actor Bill Boyd (no kin to Dave, top), stepping out of his Hopalong Cassidy role for a few hours, played at Los Angeles, shot so badly that after a few holes he just picked up.

CONTINUED ON PAGE 78





Keep your baby cool, calm and protected!

Playtex Babies are Happier Babies—  
neater...sweeter...cleaner...cooler



Only Playtex

brings your baby this summer-time comfort and happiness

with Playtex Dryper plus Powder, Oil and Cream



—To Keep Your Baby Dry and Sweet  
as no ordinary diapering does

**FLUSHAWAY PAD INSIDE WATERPROOF  
PANTY—THAT'S PLAYTEX DRYPER!**

Help your baby enjoy the golden months ahead—with PLAYTEX Dryper. Whether it's at seashore, mountains or home—you've never known a diapering method so convenient and so wonderful for your baby. Dryper Pads simply *flush away* like tissue. Waterproof Dryper Panty is designed to keep moisture from spreading...keeps your baby "socially acceptable,"\* always.

PLAYTEX® DRYPER® PANTY ..... \$1.49  
PLAYTEX® DRYPER® PADS box of 100 \$1.29 and \$1.49



—To Safeguard Baby with Continuous  
Antiseptic Action

**GUARANTEES NO DIAPER RASH  
—OR MONEY BACK**

Pamper your precious little one the wonderful PLAYTEX way. There's no finer way to protect your baby's skin from itchy dryness, prickly heat and diaper rash. Only PLAYTEX gives you amazing Thanium\* for continuous antiseptic action in *every one* of its pure, delightfully fragrant baby preparations.

**PLAYTEX® NURSERY-PAK® \$1.97 (no tax)**

Handsome white enamel carrying tray with PLAYTEX Powder, Oil and Cream in large economy sizes. Also sold individually in regular and economy sizes.

Get Your Baby Set for a Glorious Summer Ahead!  
PLAYTEX Baby Care is Featured at Your Favorite  
Department Store and wherever BABY NEEDS are sold.

Playtex DRYPER PANTIES SHEETS BIBS OIL POWDER CREAM



## You are invited to join these 20 famous men

LUCIUS BEEBE  
GEORGE BIDDLE  
LOUIS BROMFIELD  
LOUIS CALHERN  
FRANCIS GROVER CLEVELAND  
ELY CULBERTSON  
THE DUKE DI VERDURA  
DENIS CONAN DOYLE  
MAJ. GEORGE FIELDING ELIOT  
CEDRIC HARDWICKE

DENNIS KING  
PAUL LUKAS  
LAURITZ MELCHIOR  
THE MARQUESS OF MILFORD HAVEN  
CONRAD NAGEL  
WILFRED PELLETIER  
NORMAN ROCKWELL  
ALBERT SPALDING  
JAMES THURBER  
ERNEST TRUOX

## one of the world's most distinguished clubs

• You are never too young to begin taking a young man's care of your appearance. And because it is so important, you, too, belong with these distinguished members in this world-famous After-Shave Club.

Like other Williams preparations, Aqua Velva has an extra *youth preserving* quality. It contains a very *special* tonic ingredient for the skin. This wonderful substance leaves your face with its natural

moisture intact . . . helps protect it from sun, wind and cold.

To freshen and "firm-up" your skin, to help keep your face *looking* and *feeling* young, make a habit of using Aqua Velva *after every shave*. Its quick-refreshing feel, its tangy scent will show you why it is the world's most distinguished after-shave lotion.

Join the After-Shave Club . . . use Aqua Velva tomorrow morning.

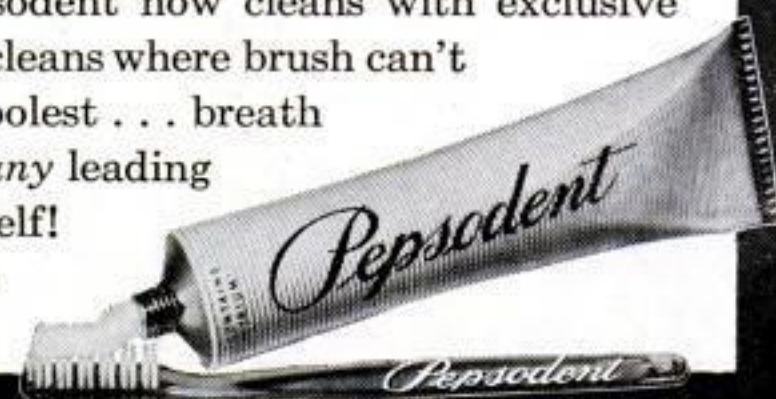


Prove it to yourself! Pepsodent with **ORAL DETERGENT** brings

## CLEAN MOUTH TASTE FOR HOURS

Some tooth pastes clean with soap . . . some with chalk . . . but not Pepsodent! Because Pepsodent now cleans with exclusive **ORAL DETERGENT** . . . it even cleans where brush can't reach . . . your mouth stays coolest . . . breath freshest . . . teeth cleanest of any leading tooth paste. Prove it to yourself!

See and Hear Arthur Godfrey, CBS Radio and TV Networks—Tues. & Thurs. Morning



## Golf CONTINUED



**YOUNGEST MEDAL WINNER**, 8-year-old Diane Wilson, beat Hogan with 48 handicap. Daughter of golf pro at the Quivera Country Club in Kansas, she shot neat 117.



**OLDEST MEDAL WINNER**, 84-year-old Mamie Cartwright of Hollywood, was dubious about playing. "I don't think I can beat Ben," she said. "I'm a little out of condition." But with handicap of 45, she tied Hogan's 71.



# NOW! Mobiloil's New Super-Detergent Formula Assures— LESS ENGINE WEAR



Amazing new combination of ingredients helps give longer engine life — drastically reduces engine wear during periods when most wear occurs, during starts, warm-ups and stop-go driving! Less engine wear means less oil used between oil changes, as your oil bayonet will show!

More than ever, New Mobiloil assures you triple action that gives minimum wear, top protection against deposits and corrosion, peak operating economy!

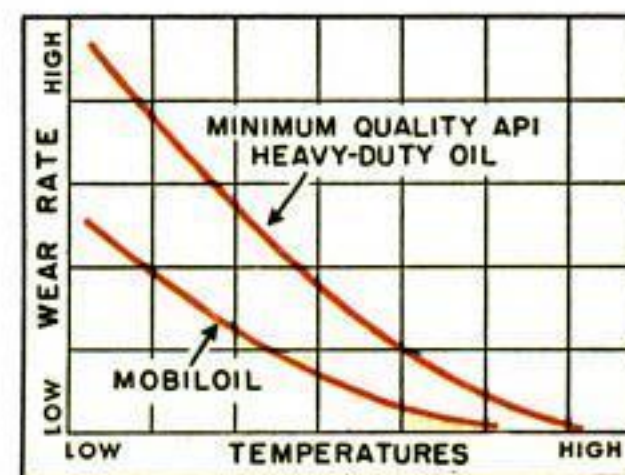
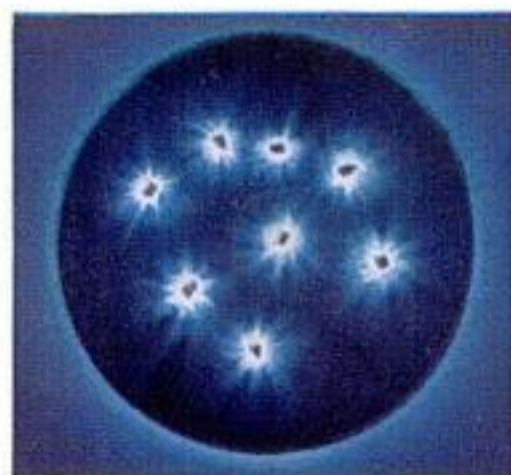


# LESS OIL CONSUMED



**PROVED**

IN SENSATIONAL NEW  
RADIO-ACTIVE TRACER TESTS!



USE of radio-active tracers from the Oak Ridge atomic pile—a startling new and reliable method—measures the wear-reducing qualities of New Mobiloil with new super-detergent formula.

Radio-active piston rings are installed

in test engines. "Hot" metal particles, worn off the rings into the motor oil, are then measured by Geiger counters and electronic recording machines. Chart at right shows result—an almost unbelievable cut in costly engine wear!

## NEW Mobiloil

SOCONY-VACUUM OIL CO., INC., and Affiliates: MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.



Now! The freshest-tasting  
**PINEAPPLE JUICE**  
this side of Hawaii—  
from fruit picked ripe on  
**LIBBY'S** own plantations



Every time you serve your family Libby's Pineapple Juice, you give them precious fruit minerals and vitamins plus quick food energy. And you brighten your meals with sunshiny color—tempting, refreshing flavor. "Fruit every day" the doctors say—so serve Libby's Pineapple Juice *often*.

LIBBY, McNEILL & LIBBY, HONOLULU, HAWAII

Libby's Pineapple  
Juice comes only  
from Hawaii







**RUFFLED ROMPER** in white and red seersucker (Gracette, \$6) has a pinafore skirt, buttoned in back, matching bloomer pants.

# Bed and Backyard

NEW SHORT NIGHTWEAR FINDS A PLACE IN THE SUN

What used to be known as "intimate apparel" is becoming as public as a party line. Last year lingerie designers introduced housecoats for shopping and lounging outfits for entertaining (LIFE, June 11, 1951). Now they are producing abbreviated nightwear meant to be worn from bed straight out to sun in the backyard, in full view of the neighbors. The designs include pajamas made like a child's playsuit (*above*), a middy-nightie that can be put on over a bathing suit, and a frothy camisole and skirt that could be worn over crinolines to a lawn party.

Materials used in the new short sleepers are usually opaque enough to be presentable, with seersucker a favorite. Instead of bedroom pastels they often come in stripes, dots and strong solid colors. All are washable, most require no ironing and their double purpose represents considerable saved suitcase space to weekend travelers. Most versatile is a "24-hour utility" nightgown (*bottom, p. 82*). Its designer wears it on the street, to parties and to sleep without bothering to change, although few purchasers are likely to feel quite so daring.

CONTINUED ON NEXT PAGE



**MIDDY-NIGHTIE** in blue and white striped cotton (Chevette, \$8) has a big white sailor collar with knotted tie and white cuffs.



# Biggest First Aid Advance

since the first **BAND-AID** Adhesive Bandage



**Flesh-colored! Completely waterproof!**

## **BAND-AID** TRADE-MARK Plastic Dressings

PATCHES SPOTS STRIPS

**Three shapes** for all needs.  
They're flesh-colored.  
Won't loosen in water.  
They stay on, wash clean.  
Fit, look, and stretch like  
a second skin. 100% sterile.

**Packaged two ways**



Assortment of Strips, Patches, Spots



Strips only

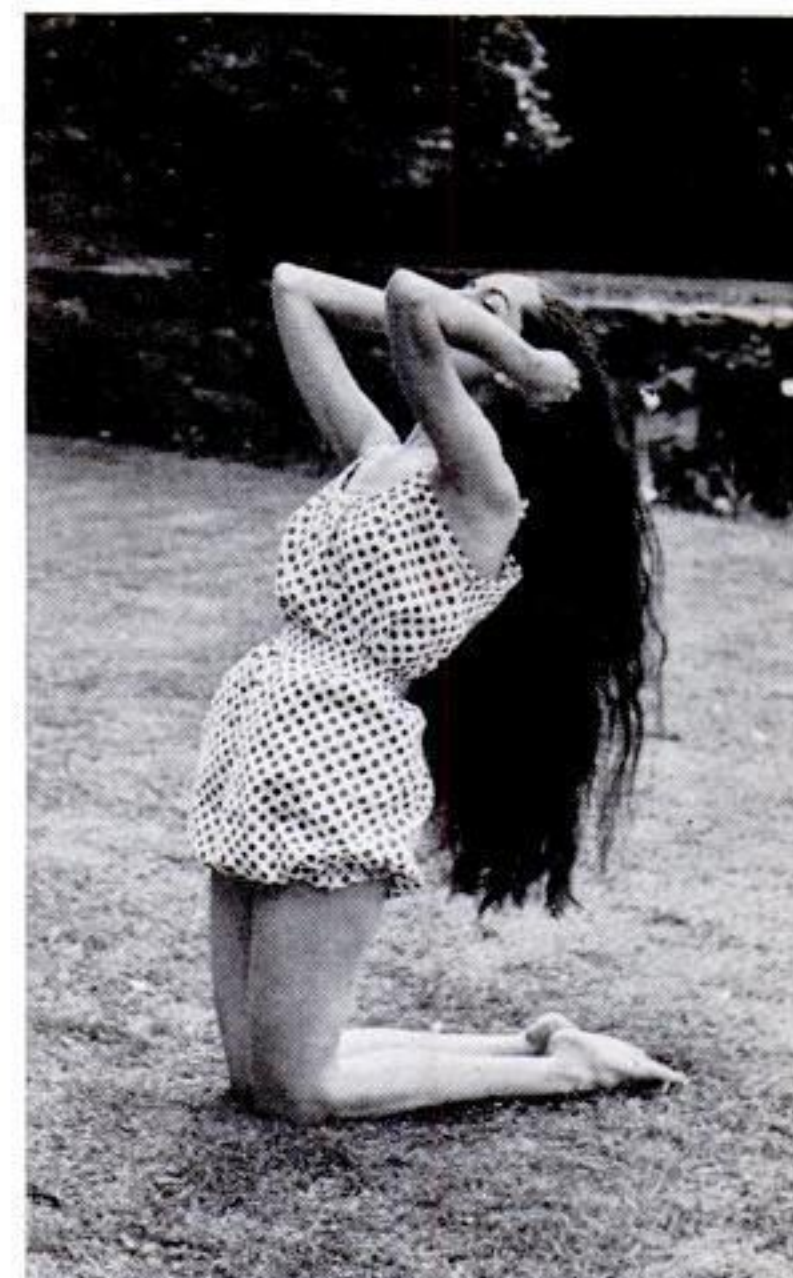
**Johnson & Johnson**

### NIGHTWEAR CONTINUED



**BOUFFANT** nylon net overskirt turns short gown with pleated eyelet camisole top (Eye-ful, \$40) into dance dress style. For public appearances it requires a petticoat and bra.

**PUFFY** playsuit-pajama is made in black and green polka dotted white seersucker (Slumbertogs, \$3). Suit is two-piece with bloused top tied on shoulders and gathered pants.

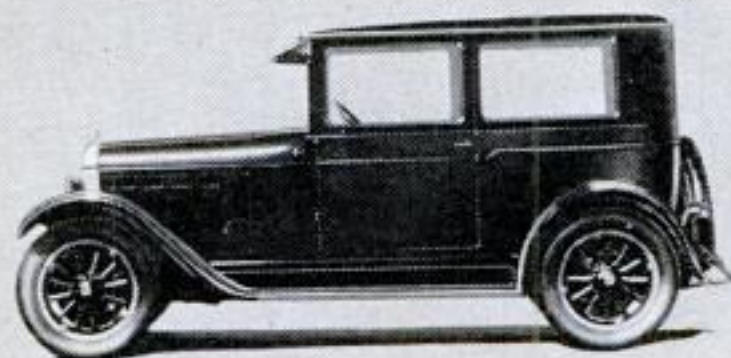


**CLINGING** gown is jersey, comes in eight colors (Dutchess, \$7). For lounging it can go over separate lace-edged pantalets (\$3); for more formal purposes has wide belt added.



# on every *Pontiac*

1926



1933



1940

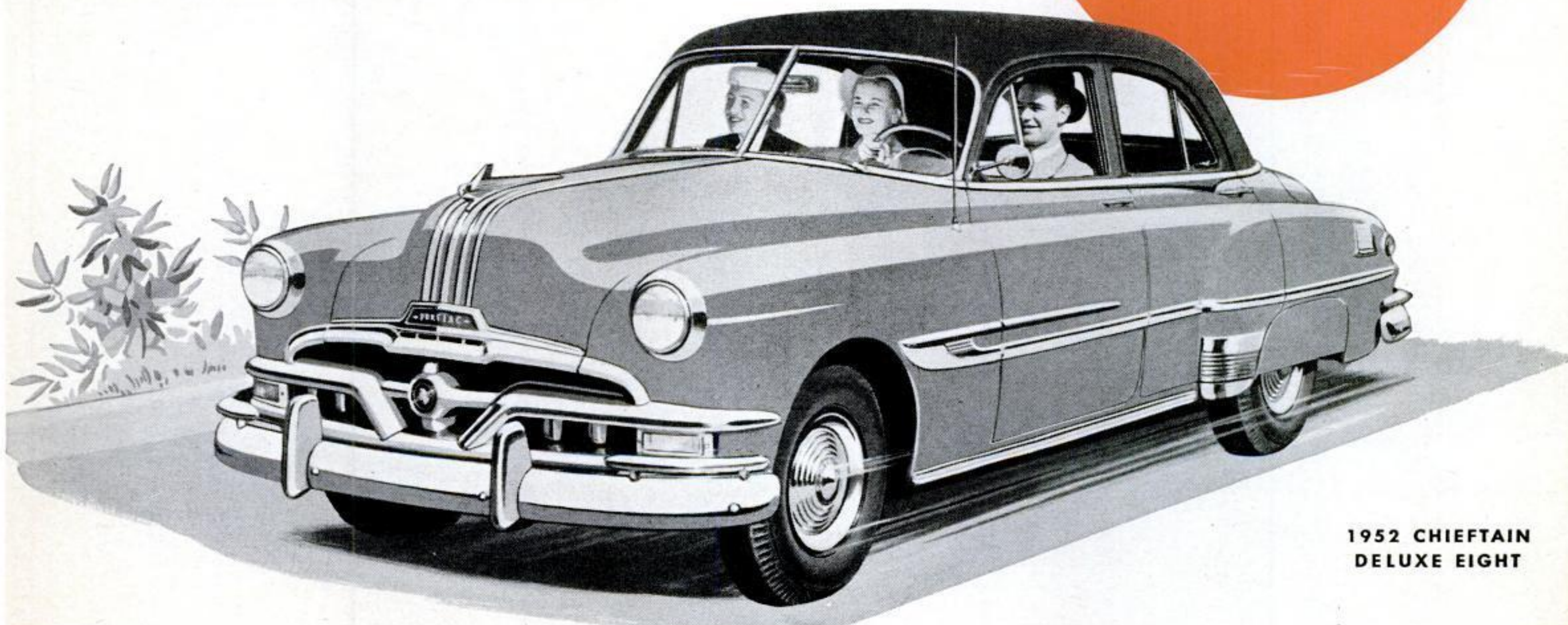
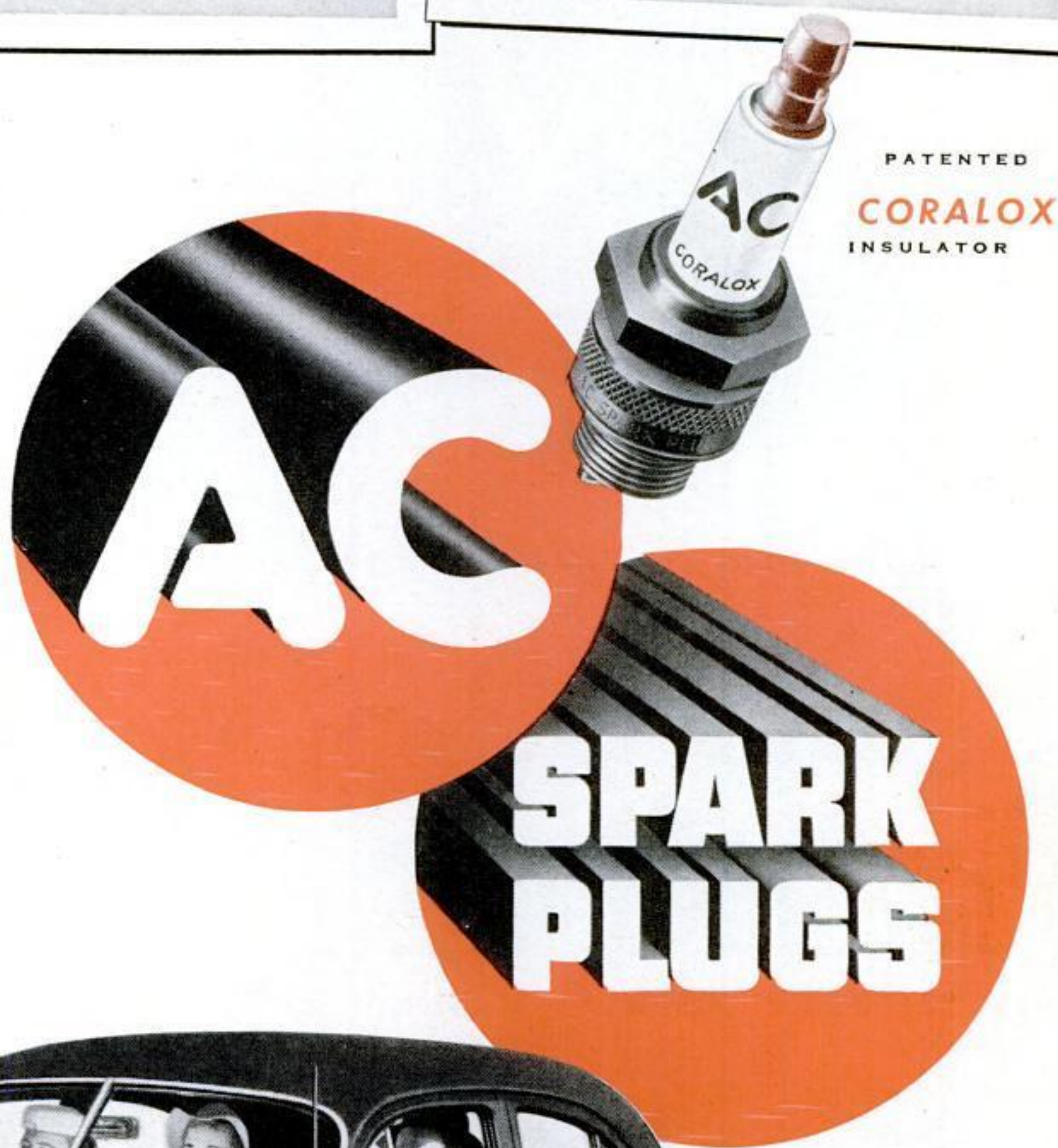


## ... SINCE THE FIRST *Pontiac* MODEL WAS INTRODUCED IN 1926

This Pontiac-AC partnership has been in existence for 26 years—with Pontiac supplying the power—and AC providing the spark that helps convert this power into mile after mile of motoring pleasure.

Pontiac relies on AC for split-second starting—for smooth-sailing performance—for day-in and day-out reliability. And AC, the only Spark Plug with patented CORALOX Insulator, brings about these desired results—not only for Pontiac, but for all other makes of cars as well.

Are you getting top performance out of your engine? To be sure, specify ACs the next time your car needs spark plugs. There's a size and type especially engineered for every make of engine—yours included.



1952 CHIEFTAIN  
DELUXE EIGHT

AC SPARK PLUG DIVISION



GENERAL MOTORS CORPORATION





# Marsden Hartley

## FAME FINALLY CATCHES UP TO POET-PAINTER OF MAINE

Nine years ago when Marsden Hartley stood, heavy and somber-eyed, before the camera of George Platt Lynes, he was just beginning to know widespread success as a painter. A half year later, at 66, he died of a heart ailment. But his fame has continued to grow until today Hartley is recognized as one of the century's outstanding American artists, an uncompromising stylist whose art has influenced countless painters of the present generation. This month at the University of Minnesota gallery he is being honored with a large show which is scheduled to go on a three years' tour of U.S. museums.

A solitary bachelor who almost always carried an umbrella and dressed in clothes that looked too big for him, Hartley often referred to himself as the "Maine-iac" and said he wanted to be remembered as "the painter of Maine." His life began and ended there and most of his time was devoted to painting and writing about its mountains, gulls and stormy coastal regions. The youngest of nine children of an English-born cotton spinner, Hartley began his art career making drawings of wild life for a naturalist in Lewiston, Maine. In 1892, when his family moved to Ohio, he won a scholarship at the Cleveland School of Art, later went on to study in New York. But the summer of 1900 found him back in New England where he began his lifelong series of paintings recording Maine's landscape. His vigorous early work (*opposite page*) brought him to the attention of Alfred Stieglitz who exhibited his paintings and raised money for him to go to Europe.

For years Hartley ranged between the Continent and the U.S., slowly evolving his brusque and vehement style, and selling just enough work to pay for his travels. But eventually he would end up again in Maine. There, during his last years, he spent every summer, boarding with fishermen and painting in an old hencoop. During the winter in New York he wrote poems about the Maine scenes he loved to paint. One of the most beautiful of these (from *Selected Poems*, Viking Press, ©1940, Marsden Hartley) describes Robin Hood Cove (p. 88):

When evening comes to its gentle arias  
along the dusky cove,  
and the blue heron flies like a slow arrow  
along the selvages of the cove,  
as if to give its signal for fine music,  
and the little birds who have been so warm  
all day have gone in among the pine-spills  
for their tithe of rest—  
the white bridge joining bank to bank of the tidal river  
takes the hushed tones of evening to it ingratiatingly;  
the gulls having nothing more to say  
to each other—fold wings as pure hands are  
folded for a silent thought.  
I stand with them all in high salute,  
saying to myself: "thanks—well done—beautiful things—  
I receive my width of grace from you  
and am put to rest with evening singing."

On Sept. 2, 1943, Hartley died in Ellsworth, Maine. As he had wished, his ashes were scattered on the Androscoggin, to join the "slow, rich, solemn music" of Maine's majestic river.





HUDSON WALKER COLLECTION, UNIVERSITY OF MINNESOTA

**STORM CLOUDS** over Maine, one of Hartley's earliest landscapes of his native state, was done in 1908, a few years after the painter had left the National Academy of Design and begun to work on his own. During the summers Hartley lived in a cobbler's shop in Center Lovell, Maine and experimented with an exaggerated version of Impressionism, characterized by heavy "stitches" of crude colors. Bold, rugged paintings like this won Hartley his first exhibition at Alfred Stieglitz' avant-garde gallery in 1909.

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GEORGE PLATT LYNES

**WAXENSTEIN PEAKS** were the towering subjects of a series of Alpine studies Hartley made during the winter of 1933 when he was living near Garmisch in Bavaria in almost complete isolation amid the Alps. "My love for mountains never diminishes," he wrote.



DETROIT INSTITUTE OF ARTS



**LOG JAM** was seen by Hartley in 1940 on an excursion to Penobscot Bay. Back in his tiny studio in Corea, he re-created with slashing strokes the chaotic tumult of lumber being pounded by waves.





"GIVE US THIS DAY," painted around 1938, was created as a tribute to the gulls of the Maine coast who in their struggle for survival "run the gamut of the thundering sea." In the painting Hartley incorporated most of his favorite elements: an old sailing vessel, the ocean lashing a craggy coast, clouds piled up like snowy mountains, and sea gulls, here portrayed in prayerful attitudes as if they were in the act of giving thanks for the day's offering of fish.





HUDSON WALKER COLLECTION, UNIVERSITY OF MINNESOTA

**ROBIN HOOD COVE**, a rocky inlet near Georgetown, Maine, was a favorite retreat for the artist. He wrote two poems about it and in 1939 painted this shadowy scene.



WORCESTER ART MUSEUM

**THE WAVE**, "playing about like lion cubs over the loins of these stone lionesses," suggests the work of Maine's first great painter, Winslow Homer, whom Hartley admired.





**THE LOST FELICE** was painted in 1939 in memory of two Nova Scotia fishermen drowned in a hurricane. In center sits their mother who, Hartley wrote, sees only shadows of "these two that yesterday were men" and hears only "the moan of the wave."



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**DRAWING LOTS** in the jungle to decide who should be taken out first when a rescue plane finally arrives, stranded members of the two expeditions watch

anxiously as their names are pulled from a helmet. Running drawing is Major Miranda Correa, the Brazilian air force officer, leader of the official expedition.

# HOSTAGES IN 'THE GREEN HELL'

Full fantastic story finally comes out of Brazil's jungle where two expeditions raced to plane wreck

by CRANSTON JONES

TIME-LIFE Correspondent in Rio de Janeiro

**T**HE gaunt, bearded man drained his drink in one gulp, banged his glass down on the bar and sighed. "Where in the world," he asked, "in the middle of the 20th Century, would you find Indians, airplanes, hostages and tales of diamonds and gold all mixed up with jungle snakes, wild pigs and helicopters?"

No one bothered to answer his rhetorical question; each of the weary men at the bar was alone with his own thoughts; they had just returned from one of the weirdest adventures of recent record. It had begun as a search for a downed airliner (LIFE, June 2). But it turned into a battle against the tangled Brazilian Mato Grosso, poisonous snakes, flesh-eating fish and a band of jungle joy riders

who nearly turned the search into an *opéra bouffe*. With every report from the jungle the tale of the expedition sounded more fantastic, and it was three weeks before the whole narrative became clear.

The cause of it all was the Boeing Strato-cruiser *Good Hope* of Pan American World Airways' El Presidente service. On April 29 the *Good Hope* was humming north from Rio de Janeiro to Port-of-Spain, Trinidad, en route to New York. At 1:17 a.m. the pilot sent out a routine message to the nearest station. At 2:15 he should have sent another, but he did not. Immediately the radio operator on the ground started calling the *Good Hope*. There was no answer.

By dawn rescue operations were already in

full swing. Dozens of planes, from B-29s to PBVs, converged on Belém, the main airfield nearest the area where the airliner must have crashed. Search planes were quickly circling the jungle, the pilots straining for the tell-tale flash of white that means a downed plane. In less than two days 160 U.S. Air Force men had joined in the search.

Shortly after noon on the third day a Pan American pilot spotted a brown gash in the green below. Within minutes other search pilots had homed in on the site and were studying it from the air. All agreed that no one could have survived the crash.

Back at Belém, Pan American and Brazilian officials studied their maps and decided how to get to the wreck. U.S. paratroopers

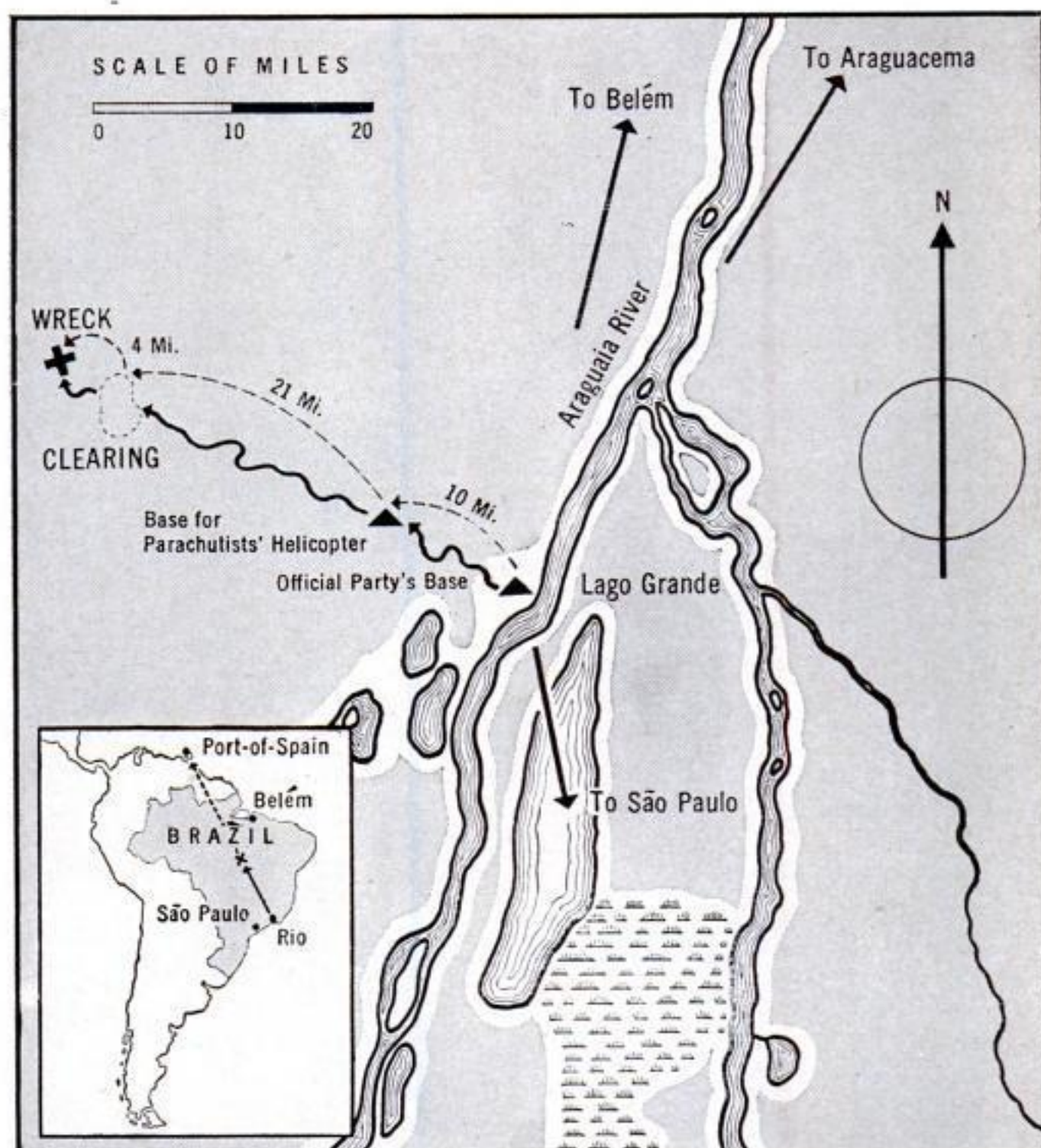




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**ROUTE OF THE RACE** is shown on a map of area. PBYs flew party from Araguacema (out of map at top) to official base at Lago Grande, then helicopter shuttled them to clearing, which was already occupied by unofficial party of parachutists. Parachutists used the area 10 miles away from Lago Grande as a base for their helicopter, until it broke down. From clearing both parties walked to wreck. Meanwhile a land party walked from Lago Grande all way to wreck. Insert map of Brazil shows route of airliner and where it crashed.

#### JUNGLE HOSTAGES CONTINUED

were standing by to drop in, but the officials decided not to use them. One reason for this decision was the pilot's report that there were no survivors; the only purpose to be served by visiting the wreck would be to bury the bodies, get what mail and baggage was left and try to determine the cause of the crash.

But the main reason for the decision was the jungle. Nowhere in the immediate vicinity of the wrecked plane was there a clearing, and paratroopers dropped in there might not survive in this jungle which Brazilians call "The Green Hell." The Mato Grosso is one of the few remaining places on earth not yet fully explored by civilized man—a dank, tenebrous tangle where light rarely penetrates through the 110-foot-tall trees, where biting spiders are almost as big as pancakes, ticks burrow deep under the skin, snakes grow 30 feet long, and naked Indians slip silently through the undergrowth, armed with poison-dipped arrows. Understandably the Pan American and Brazilian officials concluded that they must proceed with caution, overland.

The closest airstrip to the scene of the wreck was 110 miles away, at Araguacema, a tiny Indian settlement on the banks of the sluggish Araguaia River. Araguacema suddenly became a gathering point for dozens of men from Pan American, investigators from the U.S. Civil Aeronautics Board and fliers from the Brazilian air force. While the natives gaped at the great planes roaring in and out with supplies, the expeditionary force assembled and flew on to their base camp—Lago Grande, a group of 10 huts 100 miles down the Araguaia River and nearer the wreck. The plan of operation was to tunnel through the jungle from Lago Grande, while the big planes would fly supplies into the first camp at Araguacema, PBYs would bring them down to the Lago Grande base and a helicopter would ferry them to the men as they pushed through the jungle. For diplomatic reasons there were to be two men in charge of the expedition, a Brazilian as the official leader and an American as the unofficial one. The official leader was a smart young Brazilian air force major named José Carlos de Miranda Correa, veteran of World War II and holder of the U.S. Distinguished Flying Cross. Unofficial leader was Pan American's 52-year-old Humphrey Toomey, Annapolis graduate and head of the airline's Latin American division.

The rescue party had hardly settled in their base camp at Lago Grande when the first hitch developed. The helicopter was delayed.

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**ADVENTURERS GET READY** for their expedition as backer, Adhemar de Barros, demonstrates controls of helicopter. It was packed in cargo plane at São Paulo, later assembled at landing strip for trip to clearing near wreck.

### JUNGLE HOSTAGES CONTINUED

Days went by, but still it did not arrive. One group impatiently decided to start walking anyway. In the lead went Aloisio Solino, a prosperous Brazilian cattle rancher who is regarded as the best guide in that part of the country. While the others waited, they hacked their camp out of the twisted vines, driving out poisonous snakes and dashing into the river to cool off—darting swiftly out for fear of the sharp-toothed, flesh-eating piranha fish. Finally, five days after they had set up camp, they heard the whirring rotors of a helicopter.

But it went right on over them. It was not their helicopter.

An entirely new expeditionary force had suddenly appeared on the scene. What had happened was this: the air crash had inspired a perfect publicity stunt for a publicity-loving Brazilian big shot politician named Adhemar de Barros. Ever since the crash Brazil had seethed with rumors: the plane had carried \$200,000 worth of diamonds; there was gold bullion aboard; the plane had been sabotaged; it had been hit by a flying saucer. Many of the passengers were Brazilians, and the passengers' relatives were getting impatient at the length of time the rescue party was taking. Adhemar is already campaigning vigorously for the 1955 Brazilian presidential election with the slogan, "What this country needs is a manager," so it was only natural that he would take a hand in the affair. Announcing that the present rescue party was taking too long, and adding the bit of demagoguery that someone might still be alive and suffering out there, Adhemar gathered a crew of cops, ex-soldiers and adventurers and equipped them as a second rescue party. He put them under the command of a ferret-faced henchman named Lino de Matos, and christened them the "Caravan of Solidarity." Then he saw them off from the airport at São Paulo. "Are the weapons in good order? And our glorious grenades? Then go ahead, boys!" he roared. They loaded themselves, complete with a disassembled helicopter, into two cargo planes and took off for a landing strip near the wreck. They set up camp, assembled the helicopter and started parachuting in to a clearing four miles from the wreck.

### Into the clearing

**A**T Lago Grande, Humphrey Toomey took one look at the helicopter whirring over him, then took off to see what was going on. Plenty was. In their clearing only four miles from the wreck members of the Caravan of Solidarity gaily waved bits of parachute silk at Toomey's plane.

Toomey realized immediately that what had been an expedition to study the wreck had now become a race through the jungle. And there was no telling what these newcomers would do to the evidence if they got there first. He flew back, established contact with Adhemar's men and volunteered to cooperate with them. They would be glad to cooperate. Could the official team use the parachutists' clearing near the wreck? Certainly. Almost immediately Toomey got the first sign that his offer of "cooperation" was being taken literally. The Adhemar helicopter dropped in with a

CONTINUED ON PAGE 37





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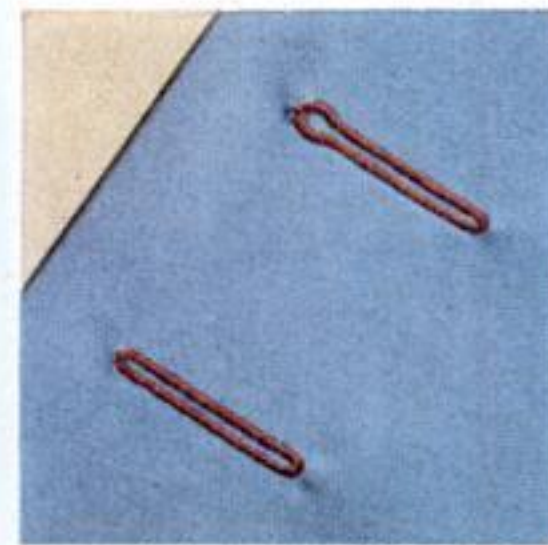
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**WELCOME RELIEF** from the jungle heat was waterfall near the clearing; it was used by both expeditions. Standing

in left foreground is Miranda Correa, the official party's leader. Sitting on rock at right: parachutists' leader Matos.

## JUNGLE HOSTAGES CONTINUED

request from the parachutists. They wanted the guide Solino transferred to their group. In the interests of harmony the official team radioed Solino to come back out of the jungle, whereupon he was flown up to the clearing. The official overland party pushed on without him.

By May 15, 16 days from the time of the wreck, the U.S. helicopter had arrived and the rest of the official group had been set down in the clearing. They found that the parachutists had sat in their clearing for two days, afraid to move ahead because they were convinced that they were surrounded by cannibalistic Indians. They had even radioed for more arms, because they expected "a pitched battle any moment." Guide Solino had denounced all this as nonsense and had calmly pushed on toward the wreck, followed by most of the parachutists. Four of them were still at the clearing, still scared of the jungle.

The first night the newcomers found out why. The jungle at night, they discovered, was a lot different from the jungle in daytime. When dark came the weird shrieks of the birds seemed to increase in volume. What were swinging vines by day became writhing giant snakes when outlined against the sky at night. Then came the most horrifying phenomenon of all: a hollow, high-pitched chorus that sounded as if an express train were rushing through the jungle and into the camp. This was what the parachutists had thought were Indians. Actually it was the "monkey serenade," well known to the natives but enough to chill the blood of these strangers to the jungle. And the monkey serenade was punctuated by ear-splitting explosions. The remaining parachutists, still convinced they were about to be attacked by Indians, were lobbing dynamite sticks in every direction. When the morning sun was joyously greeted, everyone was amazed to find that there were no casualties.

By afternoon the official expedition, accompanied by one of the parachutists, started for the wreck. Because the water holes were drying up, they took along extra canteens, plus a bulky can to fill at a water hole and bury for use on the trip back. Even with the way partially cut open for them the going was laborious. Within an hour the first man dropped out; he lay down to rest, then limped back to the clearing. When they camped the first night—in hammocks hung high because of the roving sharp-toothed wild pigs—they had overcome some of their fright, but they still had a fitful sleep. Next day the Brazilian doctor attached to the official party had a heart attack. One parachutist stayed behind to nurse him. Only a few hundred yards farther along another man tripped on a vine, fell onto a machete-slashed tree trunk and gashed his scrotum. He was led back to the prostrate doctor.

The last mile and a half was the worst, clawing down an 800-foot granite cliff while the sharp rock shredded the men's shoes. Suddenly a sweet, nauseating smell reached them, and they knew they had reached their destination.

## The wreck

**I**N the charred gash in the jungle the bodies had been burned beyond recognition and 17 days' jungle heat had turned the whole area into one putrefying stench. With handkerchiefs over their noses the rescue party surveyed the scene. The search pilots had been all too correct: nothing could have lived for a moment.

The parachutists had got there ahead of the official party, but they were now preparing for the oncoming night in a camp nearby. The official party settled down with them and amidst more bursting dynamite sticks hurled by the parachutists to keep the Indians away, everyone tried to rest for the next day's ordeal.

Next morning the members of both expeditions

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## JUNGLE HOSTAGES CONTINUED

were startled to be joined by a third party, complete with photographers who proceeded to swarm up the trees like monkeys to get "over-all shots" of the scene. This was the overland group which, despite the loss of their guide Solino, had finally made the 35 miles from Lago Grande. They were a little tired but otherwise in as good shape as the men who had flown most of the way.

Almost simultaneously the U.S. Air Force helicopter dipped down over the wreck to drop some supplies: a canvas bag containing some shovels and a Bible for the burial service, a Coleman lantern and a welcome surprise package of two bottles of Scotch and one of rum. But the helicopter could not get below the treetops, and the rope had to be dropped the last few feet. The two Scotch bottles broke, and the men crowded around the one good smell in the area. The rum bottle survived, but the Coleman lantern broke, drenching the Bible with gasoline. As soon as the bodies were buried, Major Miranda Correa, the Brazilian leader of the official party, read the 23rd Psalm in Portuguese. Toomey followed with the 23rd Psalm in English, then boomed out in a rolling, off-key "Holy, holy, holy . . .!" Thereupon up stepped Lino de Matos, leader of the parachutists, who used the occasion to say a few words in praise of his backer and political friend Adhemar de Barros—for 20 minutes.

The official investigators had planned to spend as long as two weeks in the vicinity, taking photographs, sifting through the ashes for parts of the plane and studying the debris, trying to determine what had caused the crash. But the water supply was nearly gone. When the helicopter tried a water drop, one of the containers smashed open and spilled; the parachutists grabbed the other and kept it for themselves. The official party was getting another lesson in what "cooperation" meant to Adhemar's henchmen. And there was the possibility that the cooperation was not working both ways. The parachutists had been at the wreck two days; had they helped themselves to anything? If by some chance there had been some valuables carried by the passengers and therefore not listed on the plane's manifest, had the parachutists swiped them? None of them would admit it. And because the incident over the water had begun to stir up animosity between the two parties, neither Toomey nor Major Miranda Correa dared institute a search of the parachutists' effects. The investigators, who were already feeling the pangs of thirst, spent one day inspecting the wreckage. Besides evidence for later study in the laboratory, they found some pearl necklaces and three uncut aquamarines that might be worth as much as \$10,000. There were no diamonds, no gold bullion. Dumping the unburned mail and baggage and pieces of the wreckage in canvas bags, the official party started back for the clearing. The parachutists followed on their heels.

### Rum surprise

WHEN they reached the spot where they had buried the water can, they dug it up eagerly. It was empty; the overland party had stumbled on it and helped themselves. So the disgruntled men took even greater care of their rum bottle. At the first night's camp it was opened with much ceremony. To Solino, the guide who had broken the trail, went the honor of the first swallow. He took a deep gulp, then nearly exploded. The bottle contained white gasoline for the broken Coleman lantern.

Back at the clearing the expedition members found the doctor recovering from his heart attack and treating his wounded teammate. Now nothing was left but for everyone to wait his turn in the U.S. helicopter that was shuttling back and forth between the clearing and the base at Lago Grande.

So the men thought. Actually the tensest part of the adventure was still to come.

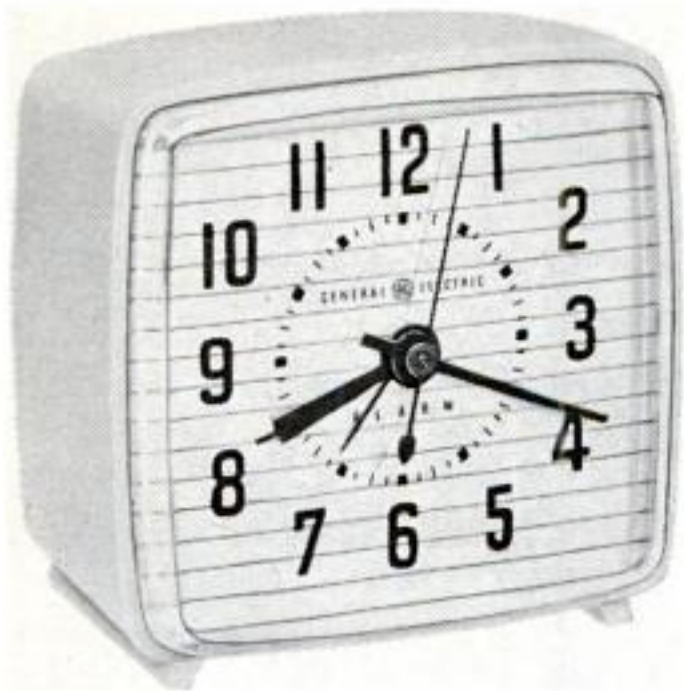
Strangely the helicopter Adhemar de Barros had used to ferry his parachutists to the clearing had completely disappeared; "sabotaged!" he explained later. And although he owned an airline, he seemed unable to provide any other small plane with which to get his men out of the jungle into which he had so blithely dumped them. It was now obvious to the official party that "cooperation" with the parachutists meant not just keeping them in food and water, but rescuing them from the clearing as well.

Here came the crisis. The official party had the one helicopter that had flown them into the clearing and had been dropping supplies ever since; in the last week it had already flown 2,000 miles. Now a grinding noise was developing in the tail rotor, and it increased no matter how much grease was packed in. The pilots guessed (rightly, it later turned out) that the rotor shaft had been bent when the helicopter had been unloaded at Araguacema.

As the parachutists came to realize that the helicopter would

CONTINUED ON PAGE 100



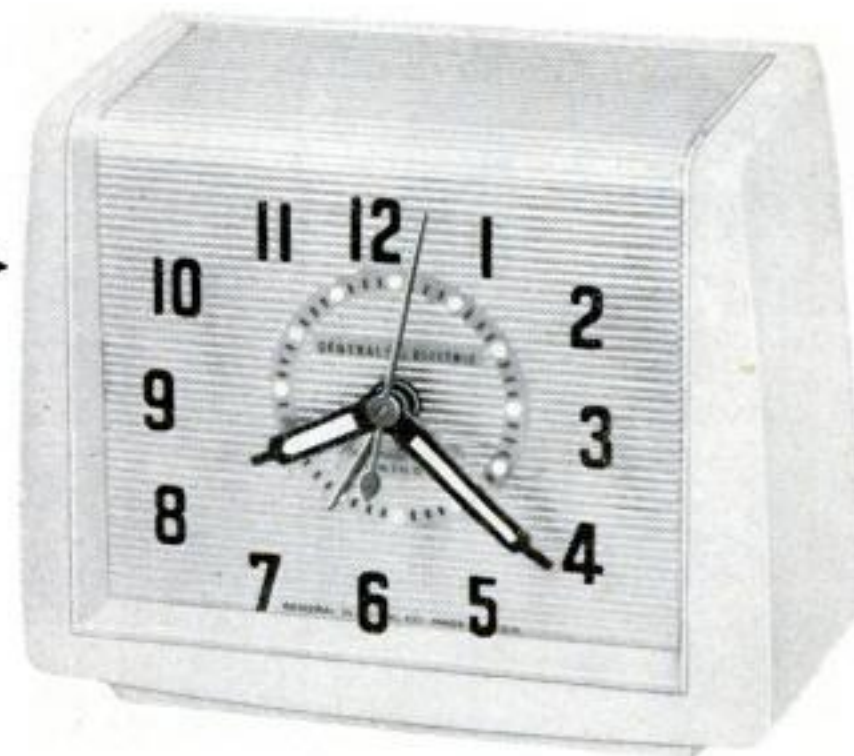


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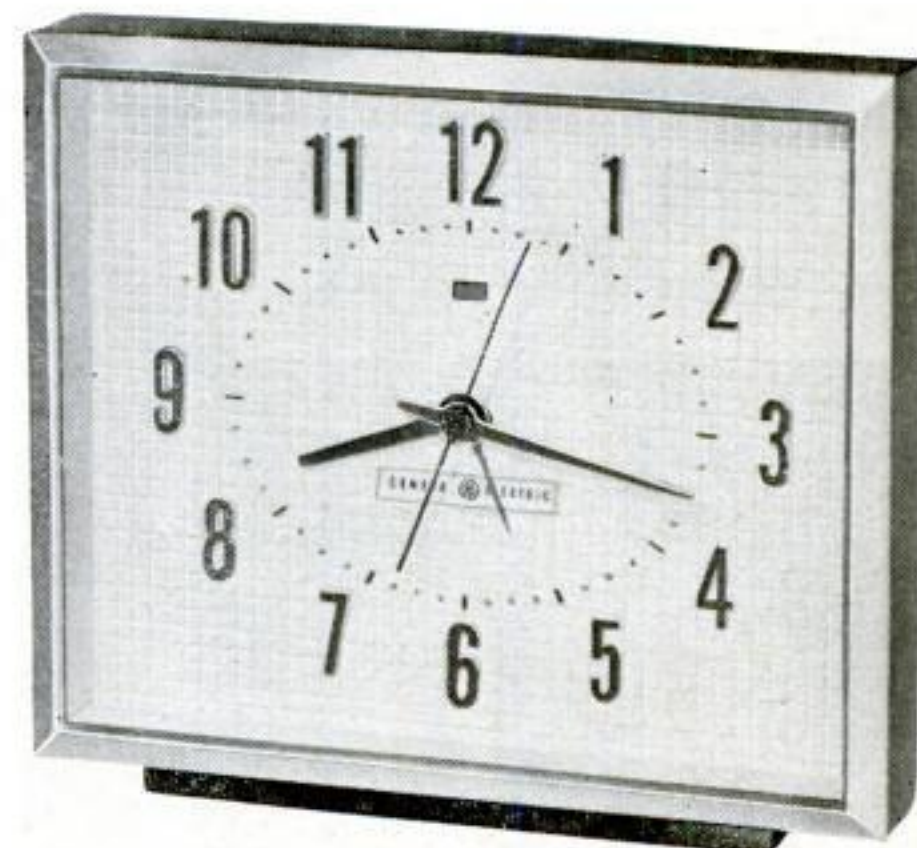
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**CRUCIAL MOMENT** comes when Miranda Correa (left), official expedition's leader, is threatened by parachutists' leader, Matos (right). Matos has just said no North Americans can leave until all Brazilians have been flown out.

## JUNGLE HOSTAGES CONTINUED

soon break down, a drama of selfishness, frayed nerves, duplicity—and courage—was enacted in the jungle clearing. A newspaper reporter suddenly came down with "appendicitis." The doctor looked him over, announced that as far as he could tell, it might be genuine. The photographer became one of the first helicopter passengers to Lago Grande, where one snort of *cachaça*, the native firewater, affected a miraculous recovery; so he got out with his story but missed the bigger one that now took place in the clearing.

### The crucial moment

**T**HE official party members began to notice that the parachutists were gathering in little, muttering groups. Submachine guns appeared in their hands. The crucial moment came when Lino de Matos, the leader of the parachutists, approached Major Miranda Correa, the leader of the official party, and made another speech. Matos said he was sorry, but no more Americans could leave until the last Brazilian had been flown out.

"As a Brazilian, you can understand our point of view," Matos added.

"As a Brazilian," Major Miranda Correa said, "I know how you feel. But it's not my fault you are stranded in here. My business is to see that the North Americans leave." Then he said, "I'll use force, if necessary."

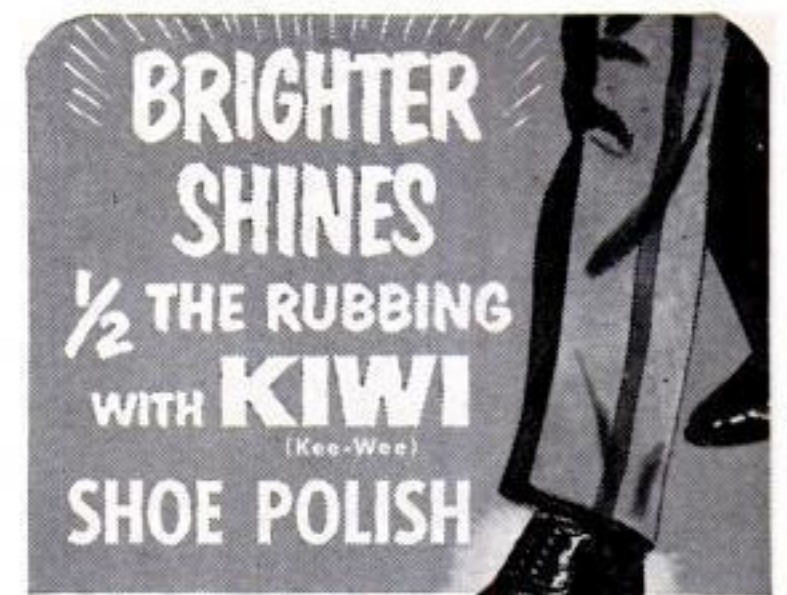
Matos said hastily, "We don't mean you, major. Only the North Americans. You can go anytime."

The major answered, "Nothing doing." As he walked up to the official camp, he made his decision. He was sure that the parachutists were overexcited. When the helicopter broke down, some way would still be found to get everyone out. But in order to convince them that they would not be deserted, one North American would have to stay behind. The major mentally selected his man: a CAB official named Scott Magness, who had been operating the radio in the clearing while the others had gone in to inspect the wreck. Besides calming the parachutists, Magness would keep the stranded men in radio communication with the outside world.

At the official camp three of the men were sitting around on the ground. The major repeated Matos' threat. "Now, if you all want to go out," he said, "I'll see that you go safely, even if I have to shoot. If I draw my gun, though, I'll have to fire. That would be a tragedy." As the men watched him silently, he continued, "I think the best thing is for Magness and me to stay. We can clear a strip and get a Cub in here from the Brazilian air force."

Magness' face never showed his disappointment. Major Miranda Correa still admires the way Magness looked up and said, simply, "Okay."

As the major guessed, the parachutists agreed to the compromise. When the helicopter pilot came in for what he knew was



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CONTINUED ON PAGE 102



# "I LOST 45 POUNDS... THANKS TO YOUR NEW REDUCING PLAN," SAYS MINETTE DIXON



## Woman Editor Writes Ann Delafield of Amazing Results with Famous Beauty Consultant's Easy Way to Lose Weight

This enthusiastic letter to the renowned beauty authority, Ann Delafield, is typical of the grateful thanks she has received from hundreds of thousands of pupils all over the world whom she has helped lose weight. Minette Dixon had tried reducing before, but she was never lastingly successful. Then she tried the Ann Delafield Reducing Plan, and wrote Miss Delafield of her wonderful accomplishment.

"With the aid of the Ann Delafield Appetite Reducer I was able not only to carry on a full time job, but to do all my own housework as well. It seemed no time at all that I dropped from 170 to 125 pounds!"

### BE HAPPY—BE SLENDER

Now... you, too, can achieve similar thrilling success. A reducing plan is offered to you based on scientific laboratory research, and implemented by a vitamin protective capsule. If your story is like Miss Dixon's... and thousands of other women (and men) who have been struggling for years with a problem of overweight... the Ann Delafield Appetite Reducing Plan was designed for *you*. You'll be amazed how soon... how easily... you will find slender beauty. And the way to this new happiness will be *fun*, too!

During Miss Delafield's forty years of experience in helping people to lose weight, she has had pupils from all over the world... and most of them have been recommended by personal physicians. Based on her accumulated knowledge of the problem, she is convinced the only way to achieve slender beauty is a natural, healthy way. And the good news to you is that she realizes, too, the tortures of calorie-counting and starvation diets. So now she has developed for you, the Ann Delafield Reducing Plan... *an easy way to reduce that doesn't take the fun out of life.*

### YOU CAN EAT YOUR CAKE AND HAVE "IT" TOO

Included in the Ann Delafield Reducing Plan are generous, appetizing—yet low-calorie—menus. (You even have a piece of cake for dessert!) The secret of the amazing success of Miss Delafield's plan is a scientifically produced... and *delicious*... wafer called the Ann Delafield Appetite Reducer. When you feel the need of a pick-up for energy between meals, this pharmaceutically approved food supplement satisfies that urge... *without adding any ugly pounds.* This wafer was conceived after years of practical experience and hours of consultation with physicians and dieticians.

In addition, your diet is supplemented by Ann Delafield Vitamin Capsules... carefully prepared by expert chemists to conform to the recommended dietary allowances of the Food and Nutrition Board of the National Research Council for the contained vitamins.

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Weight—170 lbs.

**AFTER**  
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A FOOD—not a drug! A delicious, non-fattening, low-calorie food supplement—contains no laxative, thyroid or other drugs.

Before Minette Dixon tried the Ann Delafield Appetite Reducing Plan she weighed 170 pounds. Every attempt to lose weight was an unhappy failure... but it was a different story after trying Miss Delafield's easy, natural way to reduce.

"Dear Miss Delafield," she wrote. "A wonderful thing has been accomplished with me. WITH THE HELP OF THE ANN

DELAFIELD APPETITE REDUCER, I have lost 45 horrible pounds rapidly and becomingly. I was able not only to carry on a full time job, but to do all of my own housework as well. All of which goes to prove that reducing with the Ann Delafield Appetite Reducers is truly the vital way to beauty."

*Minette Dixon, New York City\**



**BEFORE**  
Weight—150 lbs.

**AFTER**  
Weight—119 lbs.

### MARY ANN LLEWELLYN LOOKS TEN YEARS YOUNGER!

When Mary Ann Llewellyn tried the Ann Delafield Reducing Plan she discovered one of the magical results of losing weight a natural, healthy way. She maintained her vital energy and even slept better than she had for months. *She looked and felt younger!* Reporting her happy achievement to Miss Delafield, Mrs. Llewellyn wrote this:

"My friends say *I look ten years younger since I lost those thirty ugly pounds!* Whenever I've tried to reduce in the past, I've always felt hungry, but the 'Ann Delafield Appetite Reducer Wafer' kept me so well satisfied that I was never tempted to take extra food. Thanks for giving us women *an easy way to reduce!*"

*Mary Ann Llewellyn, New York City\**

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**HOSTAGE** Scott Magness sends radio message that he and Miranda Correa are staying behind. When he was finally flown out, he left radio in the jungle.

### JUNGLE HOSTAGES CONTINUED

his last trip, he motioned both Magness and the major to jump aboard. Magness refused. The major explained, "We can't go. We've promised to stay here."

This was too much for the CAB officer sweating them out back at the Lago Grande base. He radioed Pan American in Belém. "Parachutists have taken Major and Magness hostages until American helicopter gets all Brazilians out. Please inform American ambassador." A U.S. Air Force officer at the base sent another message, to the airfield at Panama, explaining that he was still trying to evacuate official personnel, then added, "... since threatened with death by parachutists." American Ambassador Herschel Johnson swung into action, and from the Brazilian air force came the message, "Detachment armed regular paratroopers taking off from Rio. ... Immediate freeing of Mr. Scott Magness hereby ordered."

Major Miranda Correa and Scott Magness, busily working to clear a landing strip for a plane, were far from cheered by the prospect of a detachment of hungry paratroopers getting caught in the same trap with them. Both men signed a frantic message: "Situation satisfactory. Don't send anyone else to clearing." But by now Magness was getting messages from officials all over Brazil, who were frightened at the thought of a U.S.-Brazilian international incident. One of them asked him to start walking. It was supposedly a four-day trek from the clearing to Lago Grande; Magness was not suffering ("This sure beats an office in Miami," he said at one point), so he told them to go to hell. "I was flown in, and I'm going to be flown out."

Meanwhile Matos was busy sending messages, too. Off went a pleasant, friendly note to his boss Adhemar: "We with Major Miranda Correa and group are working to finish airstrip. This reason we remaining few days more." The airstrip was hardly cleared when a Piper Cub came in. Matos quickly scrambled aboard and flew off, after promising that he would send help. Next day the plane was back, but this time it did not land. The pilot circled the

CONTINUED ON PAGE 104



**LAST STRAW** for the stranded men is crack-up of a Super Cub which had finally come to the rescue. Pilots had tricky time on the 630-foot landing strip.

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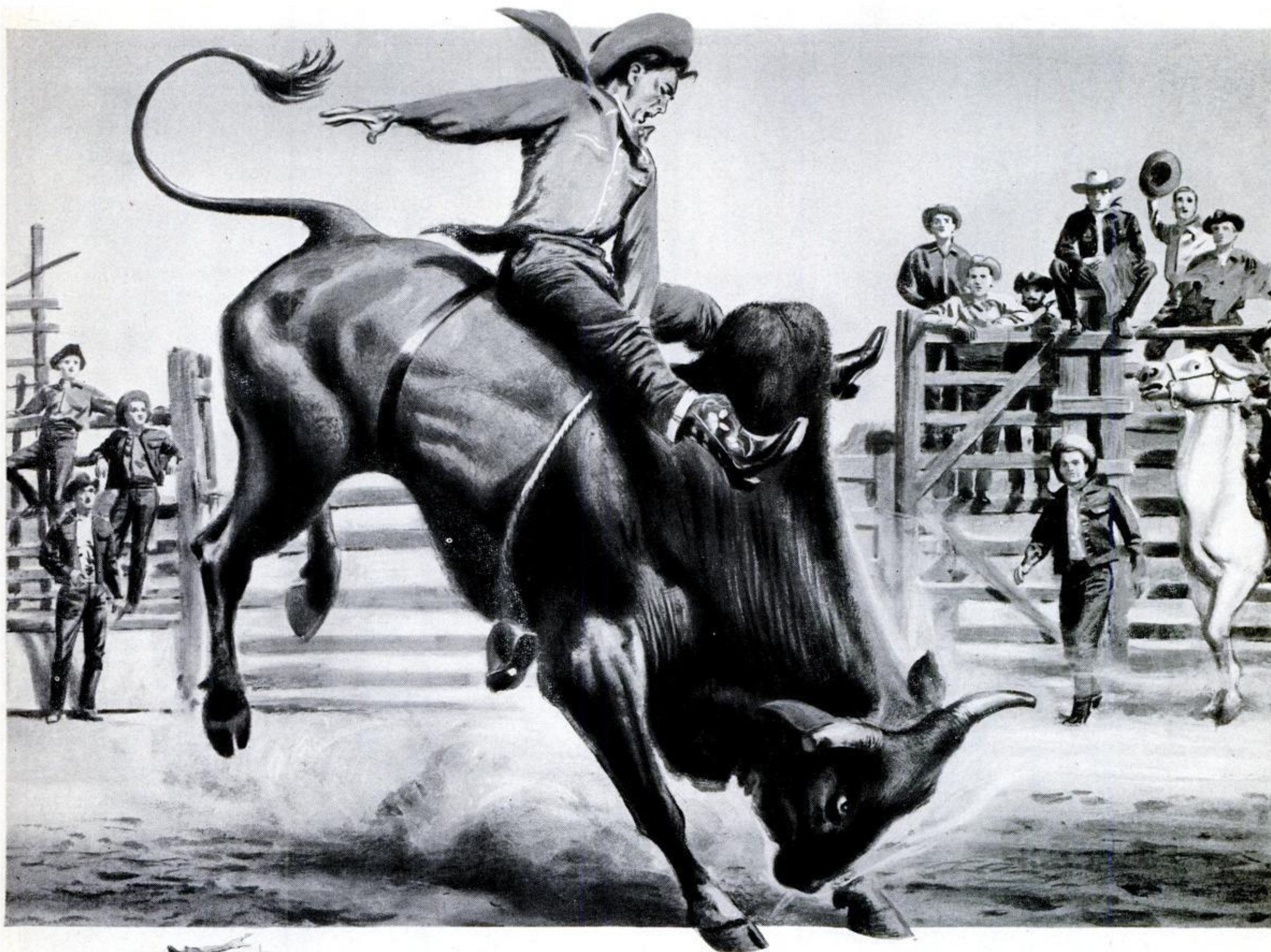
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New Sun Allergy Cream lets her enjoy fun in the sun

## JUNGLE HOSTAGES CONTINUED

clearing and dropped a package. In it were a box of oranges, two dozen flashlights, a bottle of *cachaça* and a note from Matos telling them to start walking. Some of them did, but the rest preferred to wait for a ride.

They got it one day later when a Brazilian pilot arrived from Belém in a Super Cub. After three loads had been flown out, the major told Magness it was safe for him to go whenever he liked. But Magness, studying some thunderclouds, decided to wait until later in the afternoon. The clouds blew away, but when the Cub sailed in for the fourth load it pitched over, cracked the landing gear and the propeller. It took another day to get parts and repair this damage, but finally the last planeload left the clearing. On May 28 Major Miranda Correa and CAB Official Scott Magness were shaking hands on the clean apron of the airport at Belém. "Well," drawled Magness, "it was nice knowing you." The major smiled, and the two men went their separate ways.

"... deep in the Amazon jungle"

MEANWHILE, down at São Paulo, a crowd was carrying Lino de Matos around the airport on its shoulders. Adhemar de Barros was not present at the reception, but Matos was that day's hero anyway. As soon as he could, he gave another speech: "My soul is mourning and my heart is profoundly shocked with the memory of the sad vision we had deep in the Amazon jungle," Matos shouted. "The expedition spent more than two million cruzeiros." In his enthusiasm Matos was carried away. "Success of our enterprise brought panic to our government and to certain officers of our air force who behaved like true failures in military strategies. . . . The directors of Pan American," he added as a final thrust, "left 50 bodies abandoned."

This was news to Pan American, as it was to the members of the official investigating party; as Lino de Matos knew, the people killed in the crash were given a proper burial, marred only by Matos' graveside political speech. But the weary, tick-invested men sitting in the Belém bar had had enough of a lesson in getting caught between the opposing forces of Brazilian domestic politics. Just before the welcome-home party broke up, one of the men said, "Well, there's a jungle strip there, if anybody wants to use it."

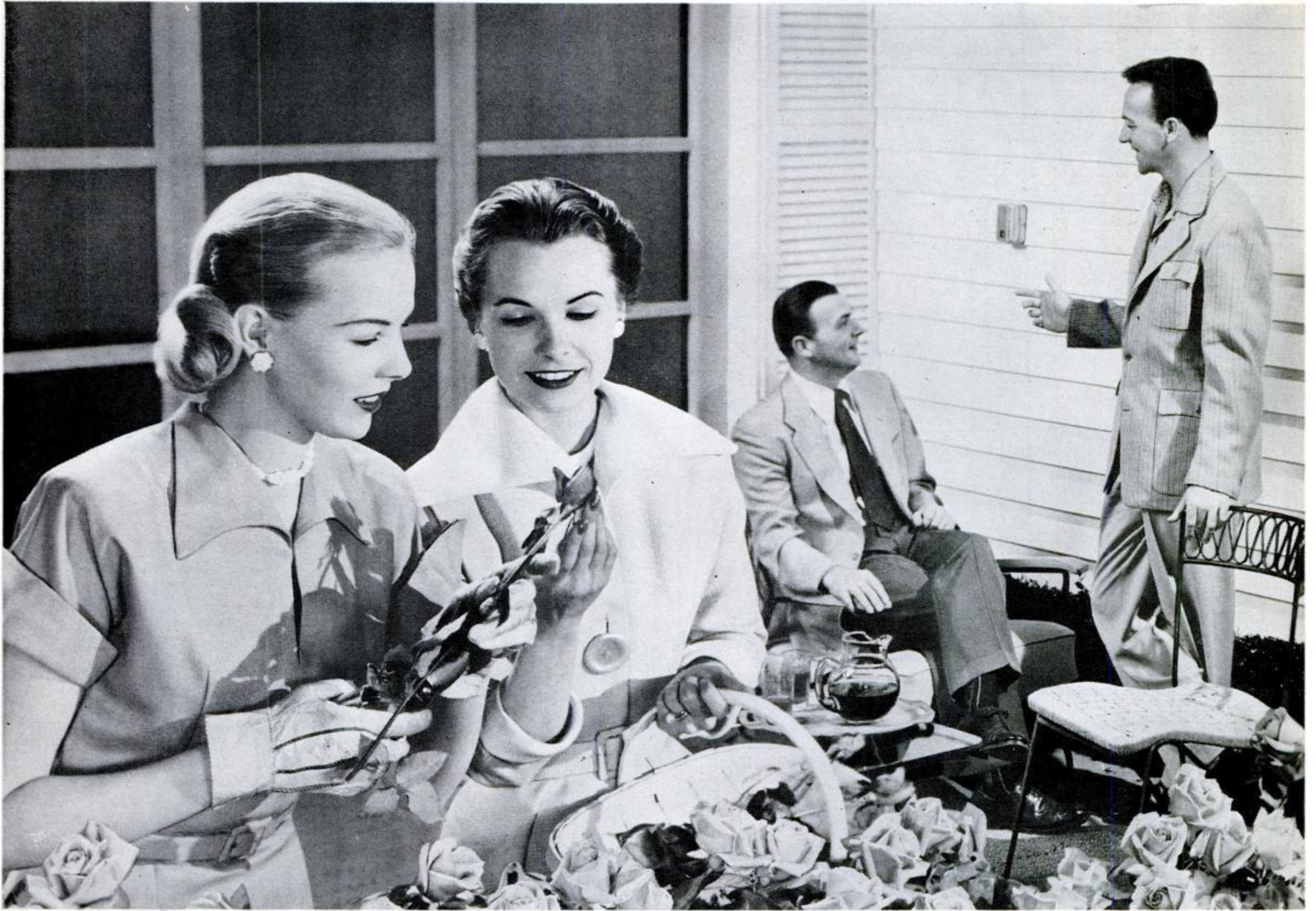
Said another, "I'll bet within a month somebody is going to believe that diamond story and sift through those ashes with a shovel and screen."

A third man stretched himself, yawned and got down from the bar stool. "It'll take a damned sight more than diamonds," he said, "to get me in there again."



HAPPY REUNION between the major and his wife, Arlette, takes place at expedition's end when he arrives, complete with a new mustache, at Belém.





## Who hasn't wished that June would last forever?

**Everyone sings the praises of June!** It's so mild and even in temperature — a glorious time for comfortable living.

**Wouldn't you** like to capture some of the comfort of June for your indoor living next winter? And put an end to chilly floors, cold rooms and see-sawing temperatures? Well, it's easy to do—for if you have an adequate heating plant, all you may need are today's sensitive temperature controls.

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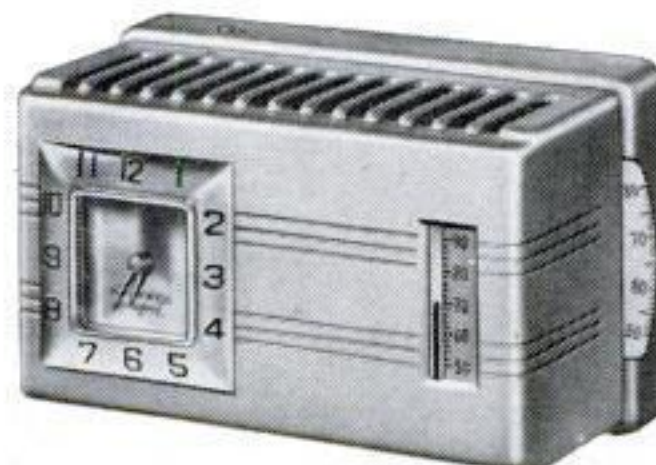
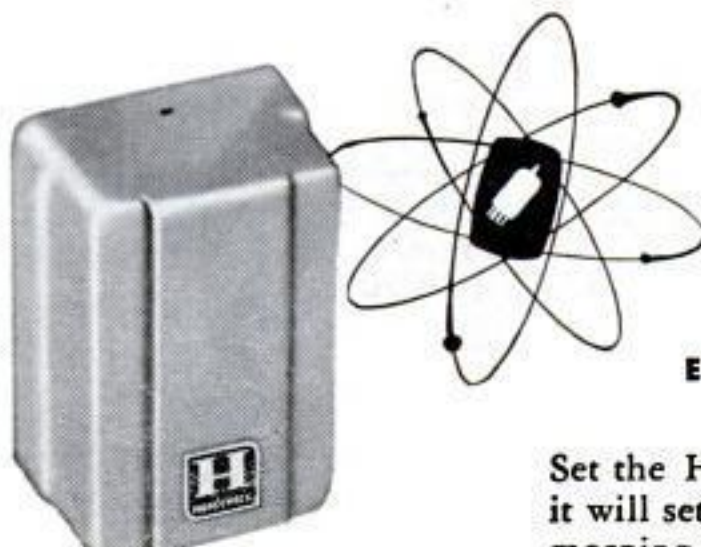
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SKY TANKERS NOW POUR THOUSANDS OF GALLONS OF FUEL INTO B-47 JET BOMBERS AFTER TAKE-OFF, ENABLING THEM TO COVER FAR GREATER DISTANCES. TO MAINTAIN THE VITAL FUELING CONNECTION, SPEEDS OF BOTH PLANES MUST BE PERFECTLY MATCHED. ESSENTIAL IN ACHIEVING SUCH CO-ORDINATED FLIGHT ARE SPECIAL, HIGH-PRECISION PUMPS. THESE ARE NEEDED FOR DEPENDABLE CONTROL OF FUEL FLOW TO THE ENGINES. FOR BOTH PLANES, THESE PUMPS ARE MADE BY **B-W'S PESCO.**

**DOING 20 YEARS' WASHING  
IN 8 MONTHS!**



THIS SINGLE **B-W NORGE** TIME-LINE AUTOMATIC WASHER, IN MERE MONTHS, HAS DONE MORE WASHING THAN AN AVERAGE FAMILY WOULD IN 20 YEARS. IT'S BEEN WORKING 16 HOURS A DAY, **EVERY** DAY, IN A LARGE TRAILER CAMP. IT'S HANDLED THE HEAVIEST, GRIMIEST WORK CLOTHES. AND NO REPAIRS HAVE EVER BEEN NEEDED! THIS AUTOMATIC WASHER OF COMPLETELY NEW NORGE DESIGN IS GIVING AMAZING PROOF OF ITS ABILITY TO BRING LASTING, ECONOMICAL SERVICE - ALONG WITH CLEANER WASHES.

**6 $\frac{2}{3}$  MILLION  
POSTS TO PRODUCE  
A SINGLE  
CLAIM!**



HERE IS THE MOST FAMOUS, MOST GENEROUS GUARANTEE ON FENCE POSTS! YET ONLY ONCE IN EACH 6,666,666 GOLD CROWN FENCE POSTS HAVE THE MAKERS, **B-W'S CALUMET STEEL** AND **B-W'S FRANKLIN STEEL**, BEEN CALLED UPON TO "PAY OFF!" THE ANCHOR PLATES ARE MADE OF RAIL STEEL - SHRUNK ON BY A PATENTED BORG-WARNER METHOD. THIS ASSURES A GRIP THAT HAS PROVED ITSELF 99.999985% UNBREAKABLE.

**185 PRODUCTS  
IN ALL ARE MADE BY**

**BORG-WARNER**



# Believe It or Not!

ENGINEERING

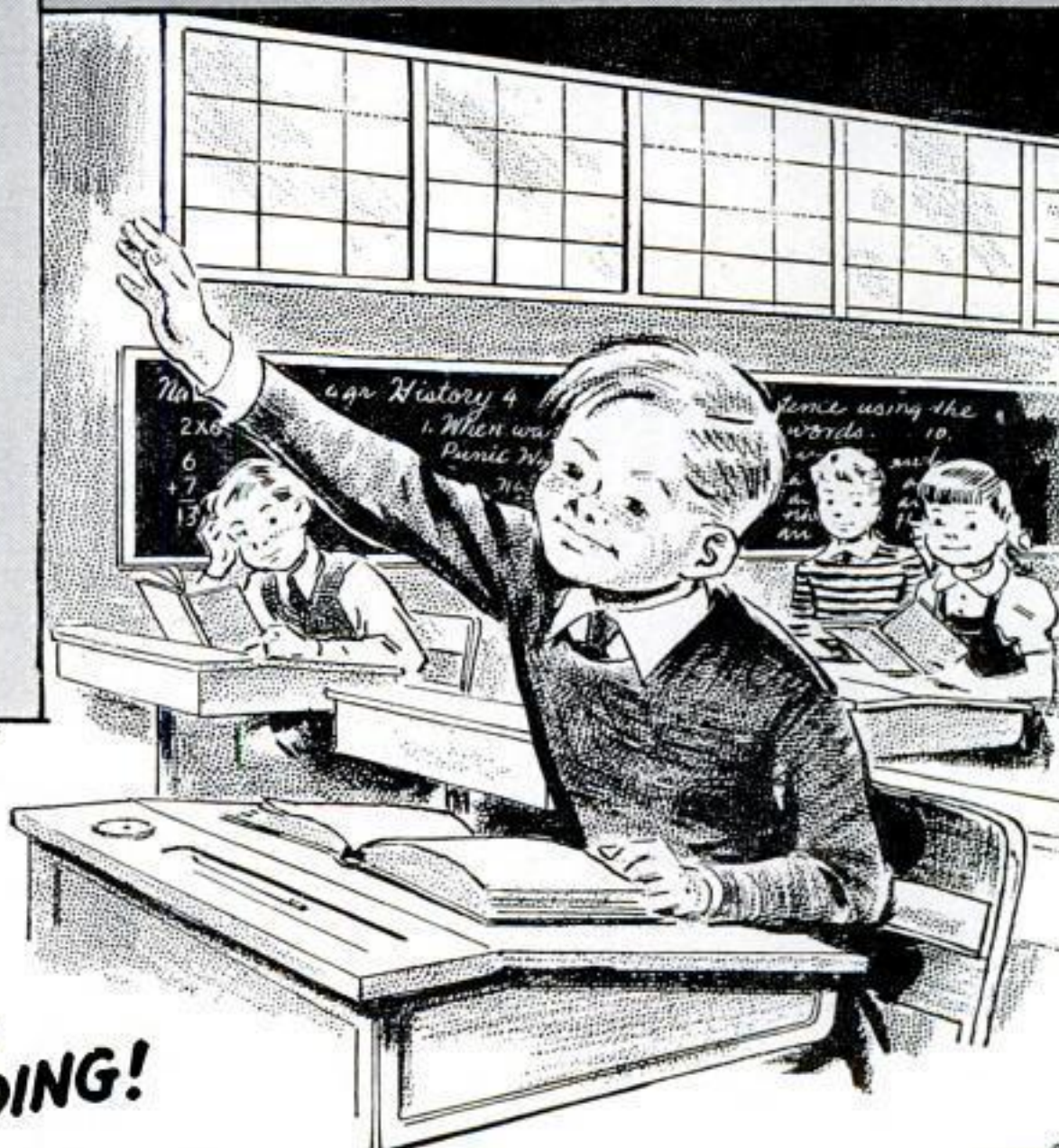
# BW

PRODUCTION

**HELPING CLOUD-BUSTING TANKERS  
JUICE UP JETS... GIVING PUPILS A  
NEW LEASE ON SIGHT... MAKING  
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IN SO MANY WAYS **B-W** SKILL AND INGENUITY TOUCH THE  
LIFE OF ALMOST EVERY AMERICAN EVERY DAY.

FOR EXAMPLE: 19 OUT OF THE 20 MAKES OF MOTORCARS  
CONTAIN ESSENTIAL PARTS BY **BORG-WARNER**. EVERY  
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ABOARD VITAL **B-W** EQUIPMENT. 9 OUT OF 10 FARMS SPEED  
FOOD PRODUCTION WITH **B-W** EQUIPPED MACHINES. AND  
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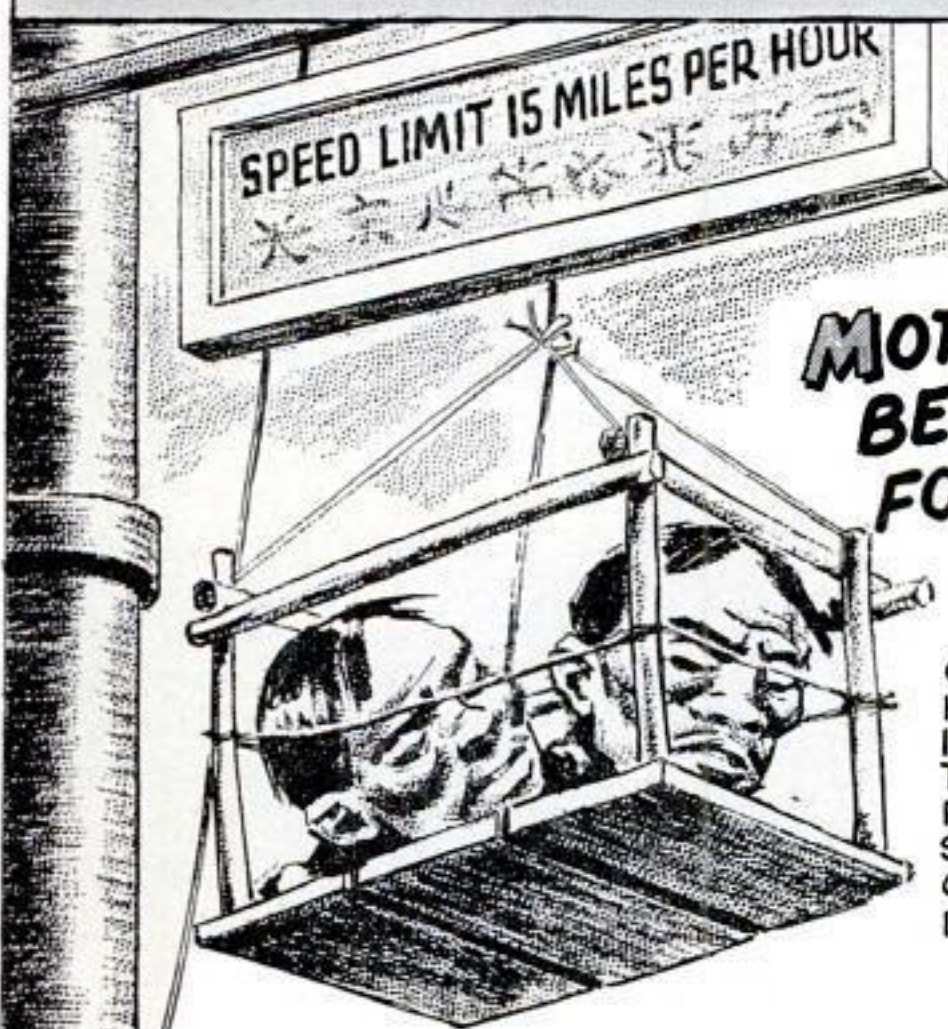


**SAVING  
CHILDREN'S EYES  
— NEW SCREEN  
FOR SCHOOLS!**

TOO MUCH LIGHT  
IN CLASSROOMS CAN  
BE AS HARMFUL AS TOO  
LITTLE. TO PROTECT YOUNG EYES  
AGAINST HARSH GLARE FROM WINDOWS,  
MANY OF THE NEWEST SCHOOLS  
USE A SCIENTIFIC SCREENING —  
**B-W'S INGERSOLL KOOLSHADE**. IT  
DEFLECTS SUN AND SKY RADIANCE  
WITHOUT BLOCKING BREEZE OR  
VIEW... BALANCES NATURAL LIGHT  
WITH ARTIFICIAL LIGHTING.  
ARCHITECTS ALSO ADAPT KOOLSHADE  
TO EXISTING SCHOOLS.

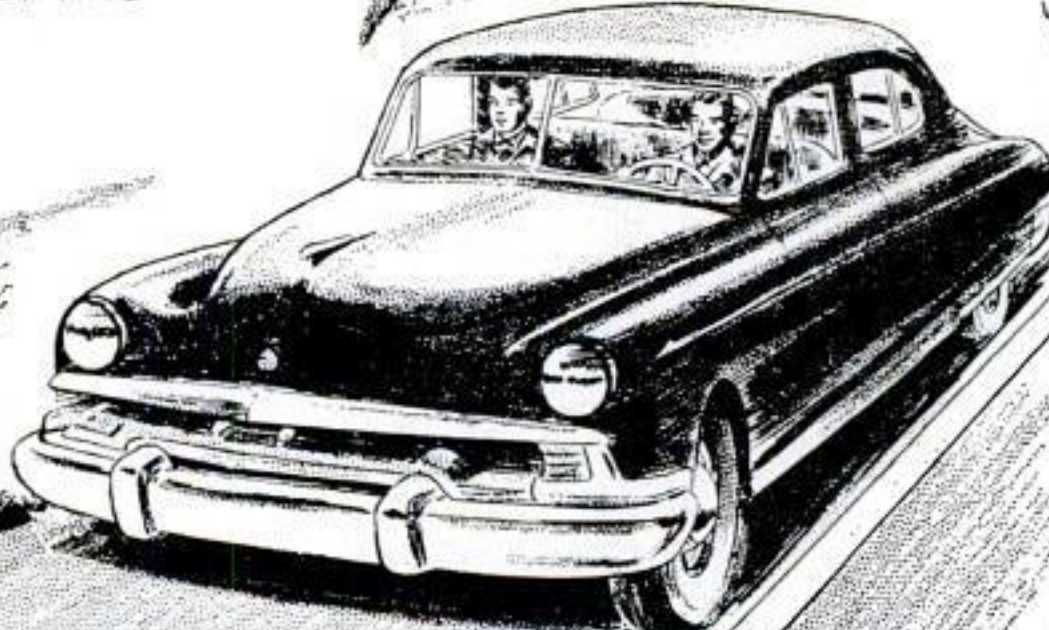
**MOTORISTS  
BEHEADED  
FOR SPEEDING!**

AS RECENTLY AS 1927, DRIVERS  
WHO EXCEEDED THE SPEED LIMIT IN  
PEIPING, CHINA, WERE EXECUTED AND THEIR  
HEADS EXHIBITED AS A WARNING TO  
OTHERS. THE AMERICAN DRIVER WON'T LOSE  
HIS HEAD, BUT HE OFTEN FAILS TO **USE** IT.  
IN TRAFFIC ACCIDENTS THAT KILL 32  
THOUSAND YEARLY, SPEEDING IS THE MOST  
FREQUENT VIOLATION. HELP THE NATIONAL  
SAFETY COUNCIL STOP THIS SLAUGHTER.  
OBEY THE LAWS. **USE YOUR HEAD...**  
DRIVE CAREFULLY.



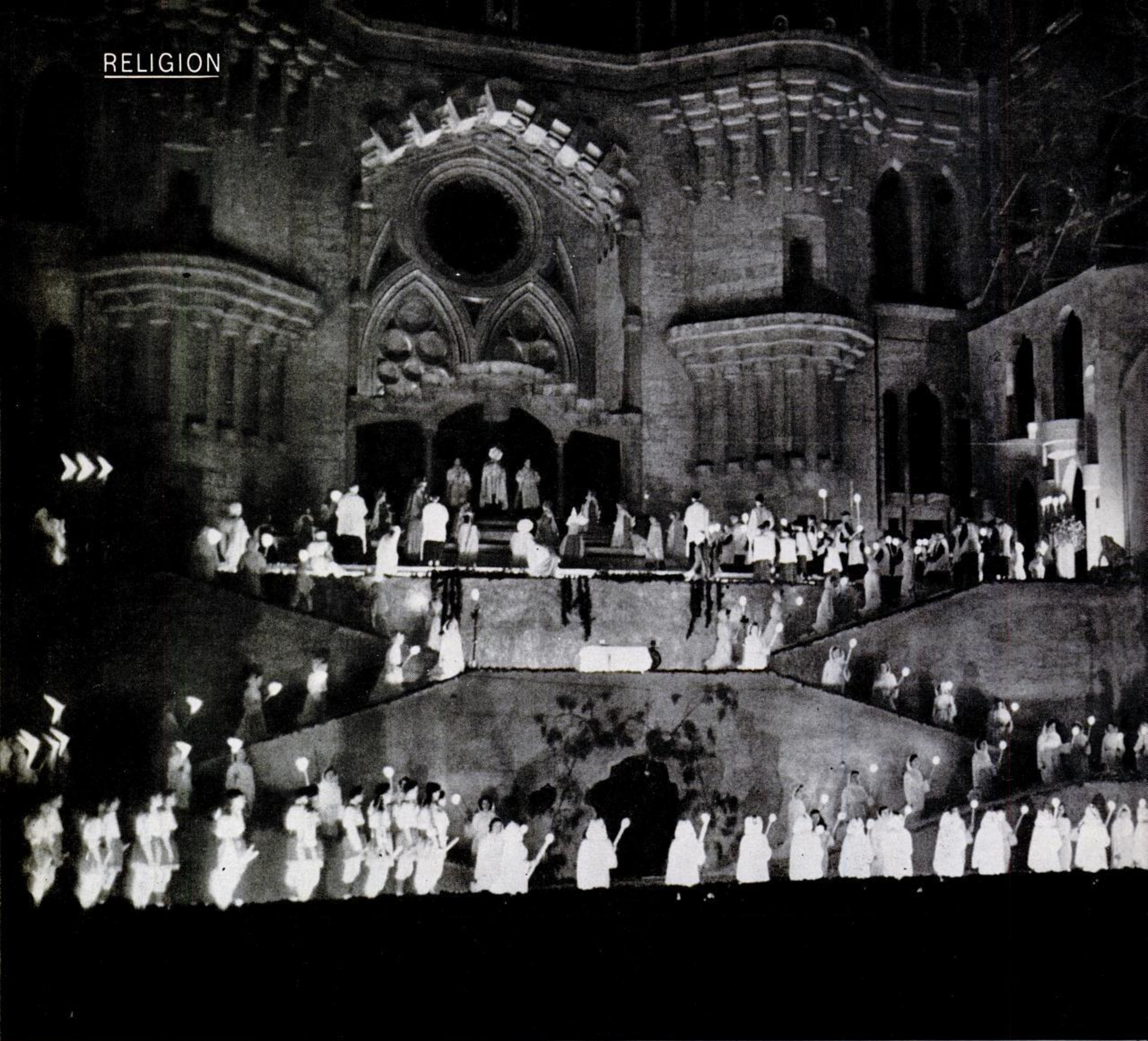
**FIRST 10 CARS IN MOBILGAS  
ECONOMY RUN EQUIPPED  
WITH B-W OVERDRIVE!**

FIGURED ON A STRAIGHT  
**MILES-PER-GALLON BASIS**, THE BEST  
RECORDS IN THE 1415-MILE MOBILGAS  
ECONOMY RUN FOR 1952 WERE MADE BY 10  
STOCK AUTOMOBILES EQUIPPED WITH **B-W OVERDRIVE**.  
ON A **TON-MILE** BASIS, THE GRAND SWEEPSTAKES  
WINNER EACH YEAR IN THIS ANNUAL CONTEST  
SUPERVISED BY THE **AAA** HAS BEEN EQUIPPED WITH  
THIS FAMOUS TRANSMISSION UNIT MADE BY  
**B-W'S WARNER GEAR**. OFFERED ON MANY  
LEADING MAKES OF CARS, IT CUTS  
ENGINE REVOLUTIONS 30%...  
GIVES UP TO 3 MILES  
"FREE" IN EVERY 10.



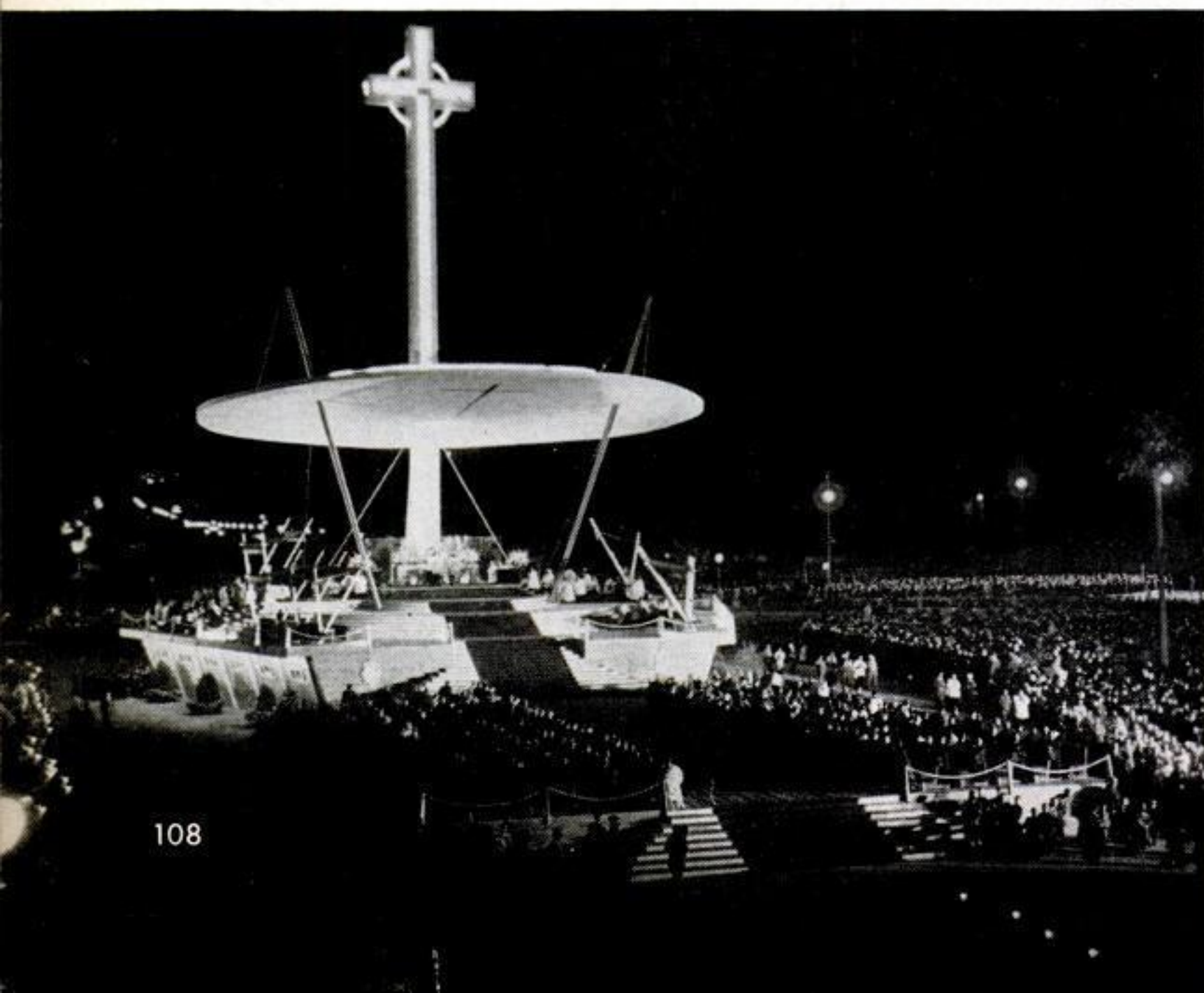
THESE UNITS FORM **BORG-WARNER**, Executive Offices, 310 S. Michigan Ave., Chicago: **BORG & BECK** • **BORG-WARNER INTERNATIONAL** • **BORG WARNER**  
SERVICE PARTS • **CALUMET STEEL** • **DETROIT GEAR** • **FRANKLIN STEEL** • **INGERSOLL PRODUCTS** • **INGERSOLL STEEL** • **LONG MANUFACTURING** • **LONG MANUFACTURING CO., LTD.** •  
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▼ **MIDNIGHT MASS FOR MEN** (*below*) takes place at a special altar in Pius XII Square, newly named for the congress. Altar roof symbolizes Holy Wafer.

▲ **MORALITY PLAY** by 17th Century Spanish playwright, Calderon de la Barca, is performed on a special stage erected before Barcelona's oddly baroque Church



# HONOR TO CATHOLICS GATHER IN SPAIN

PHOTOGRAPHED FOR LIFE

For the first time since 1938 Catholics met in an International Congress to honor the Eucharist, which means Christ present in the bread and wine of Holy Communion. Spain's largest city, Barcelona, strained eagerly to live up to the occasion. In addition to the mammoth open-air services and religious processions there were morality plays, operas, concerts, religious art exhibits, outdoor street dances and even a bullfight where 18 bulls were killed. Three new hotels had been built to help handle the 500,000 visitors, who included an official American delegation of 600, but thousands had to stay in ocean liners tied up in Barcelona harbor.

The holding of Eucharistic Congresses was begun in 1881, largely as a result of the lifelong campaign of a humble Frenchwoman, Marie Tamisier,





of the Holy Family, which has never been finished. After leaving such events, crowds would surge up and down streets and wander about aimlessly until dawn.

# THE HOST

## FOR A EUCHARISTIC CONGRESS

BY DMITRI KESSEL

who thought Catholics should meet periodically to affirm their belief in the mystical quality of the Host or sacramental wafer. Each congress has had its own flavor. The 1938 congress, in Budapest, had discussed intellectual justification of the faith. This year's emphasis was on unquestioned believing. This spirit and the magnificent outdoor pageantry engendered a near-hysteria among crowds estimated at up to a million. Hundreds fainted from the heat and excitement. So profound was the fervor that many American and British priests, embarrassed by the adulation lavished on them, exchanged their robes for ordinary business suits. Time and again police detailed to hold back the crowds at a midnight Mass broke ranks to go forward themselves to receive the Blessed Sacrament.

CONTINUED ON NEXT PAGE



**CATHEDRAL AT NIGHT** is lit up to bring out lacelike pattern. Congress opened here on May 27 with reading of a papal bull by Pope's representative, Cardinal Tedeschini. On next to last night (*below*) fireworks briefly illuminated the honeycombed towers of Church of the Holy Family.







**MACE BEARERS** in 13th Century costumes and serving the court of Cataluña wait outside the Palacio Nacional where Papal Legate Tedeschini was staying.



**CARDINAL'S CALLER.** Generalissimo Franco, pays a formal visit to Papal Legate Tedeschini (right). Tedeschini is Archpriest of St. Peter's Basilica in Rome.



**AMERICANS** arrive, New York's Spellman with prelates of Corpus Christi (left) and Philadelphia.

**LYING PROSTRATE UNDER A BLAZING SUN IN THE MONTJUICH STADIUM WHERE 21 ALTARS WERE SET**





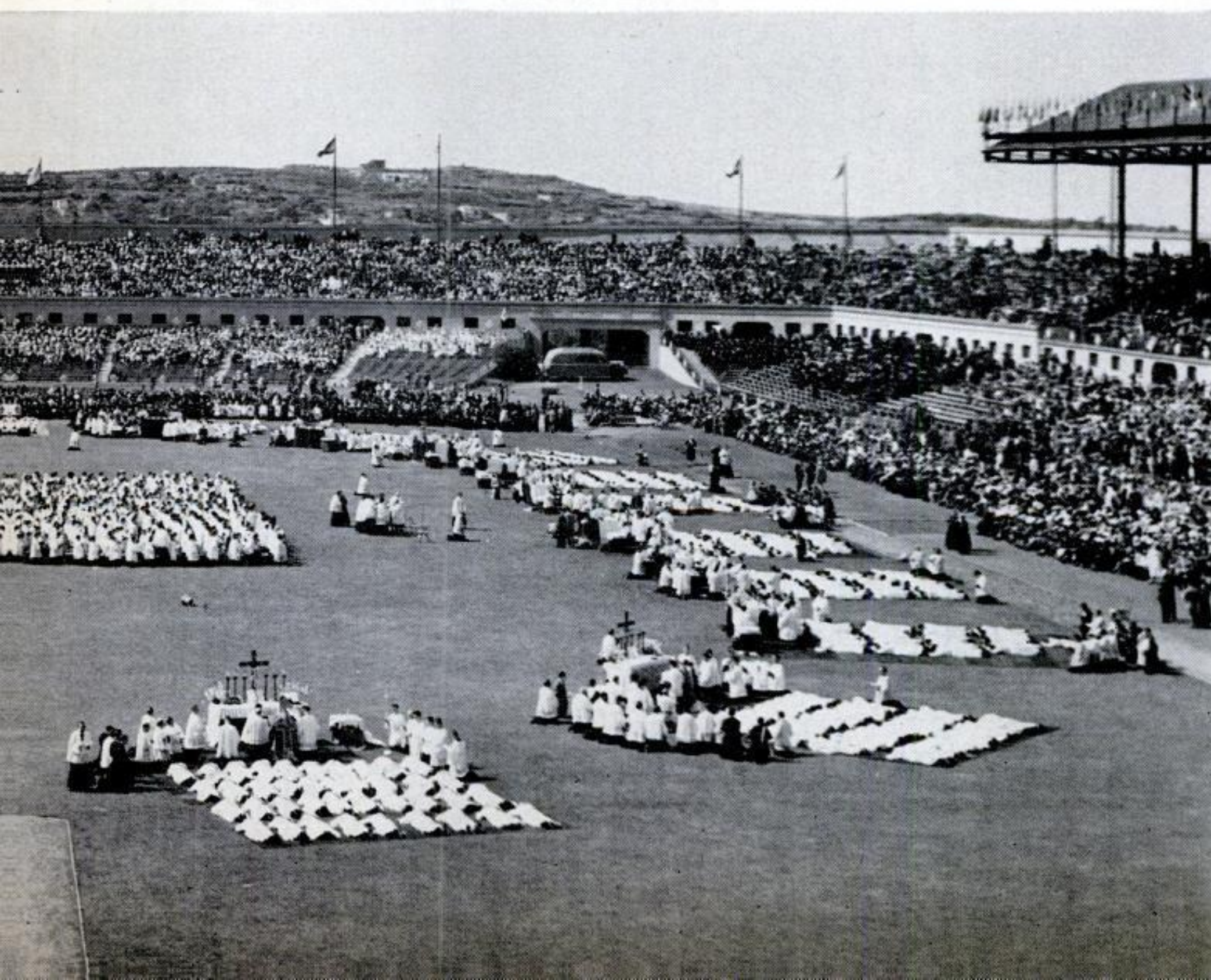


**CARMELITE CAMERA FAN** records proceedings as crowds await arrival of Cardinal Tedeschini. When he came, bells rang and 25,000 doves were released.



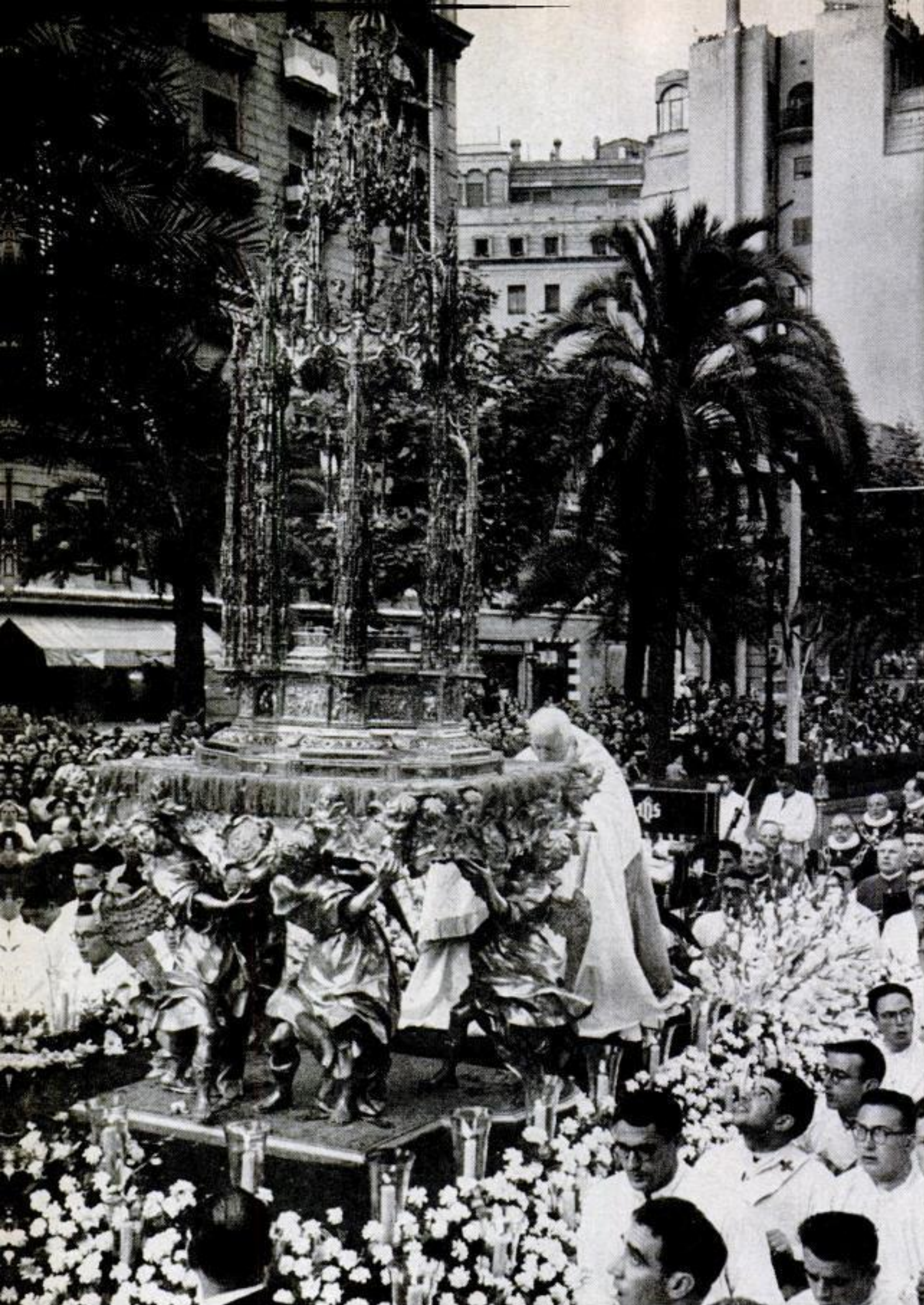
**RESPECTFUL RESIDENT** pauses in the street to kneel as a procession passes on its way to provide Communion for sick and afflicted in homes about the city.

UP 842 PRIESTS ARE ORDAINED IN BIGGEST CEREMONY OF KIND EVER HELD. IN CENTER IS THE CHOIR



**MASS FOR CHILDREN** who made First Communion in past year began with presenting of flags.





**WREATH FOR MINDSZENTY**, proclaimed "Absentee of Honor," lies on a chair after being placed there by Otto of Habsburg. At 1938 congress, Mindszenty and Italy's Pacelli joined in prayers for priests in Republican-held Barcelona. Now Mindszenty is in Communist jail in Hungary and Pacelli is Pope Pius XII.

**TABERNACLE WITH SACRAMENT** consecrated by Pope moves on float with Cardinal Tedeschini, who brought the Sacrament from Rome, kneeling behind. Tabernacle is famous Toledo repository, made of gold and silver supposedly brought by Columbus from New World.

PAST HUSHED THOUSANDS, A GHOSTLY PROCESSION OF WHITE-SURPLICED PRIESTS WINDS ITS WAY THROUGH THE TWILIGHT TO LAST CEREMONY OF CONGRESS







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*A distinguished product among food supplements*

There is a growing awareness of the important part that proper diet plays in family life.

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Nutrilite Food Supplement is a vitamin-mineral food supplement in the form of capsules and tablets. It is represented solely as a food supplement to supplement or fortify the diet.



## Open your door to the story of Nutrilite!

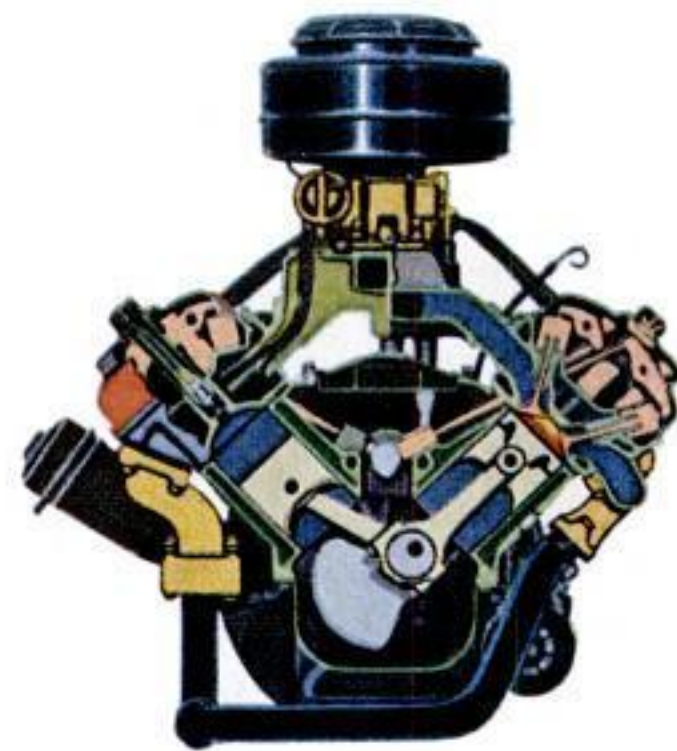
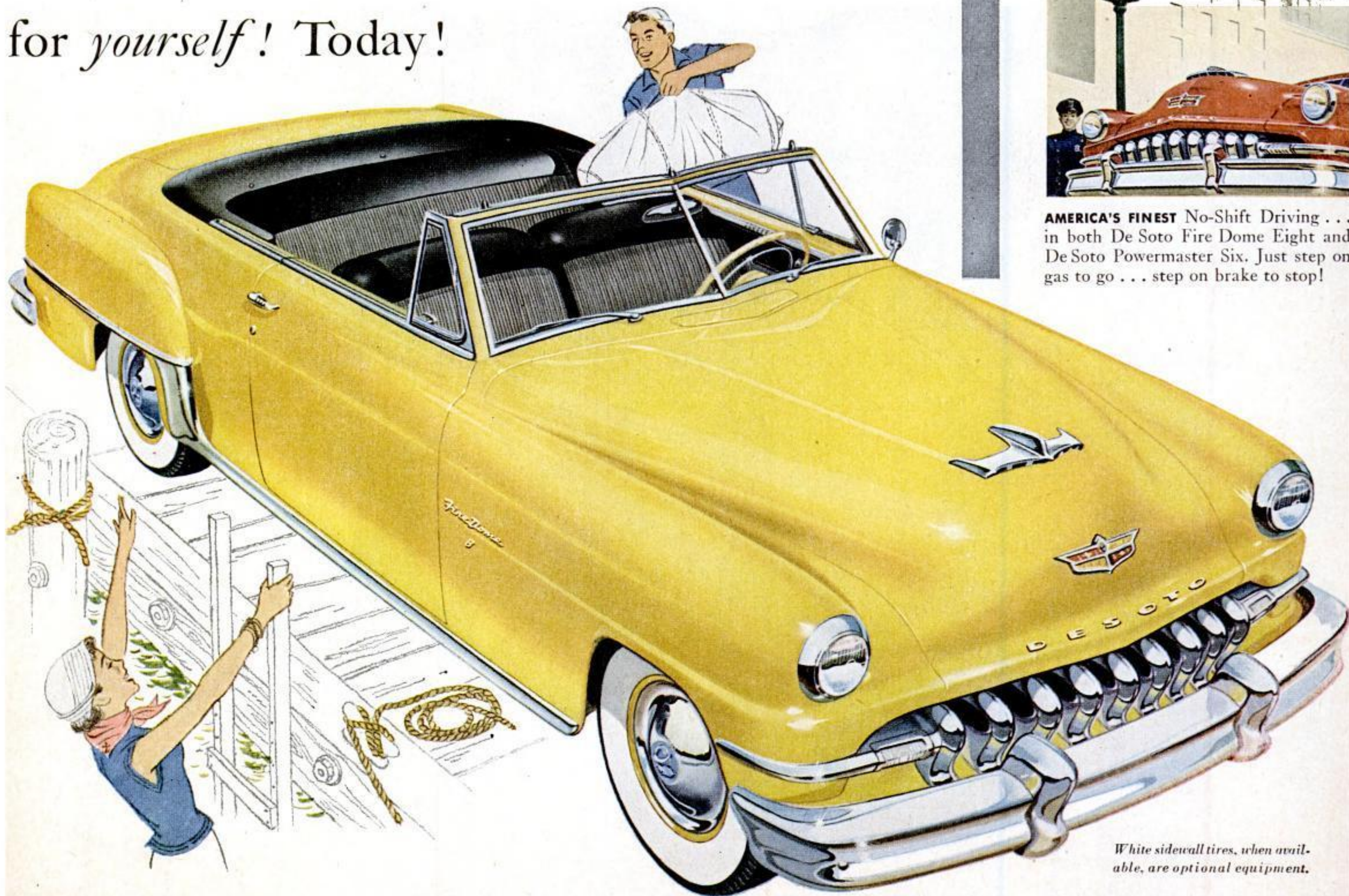
Nutrilite Food Supplement is sold only through authorized independent distributors. Look in your classified directory under "Vitamins" or "Food Supplements," for the Nutrilite distributor nearest you... or write Mytinger & Casselberry, Incorporated, 1725 Santa Fe Ave., Long Beach 13, Calif.



# DE SOTO

## Fire Dome 8

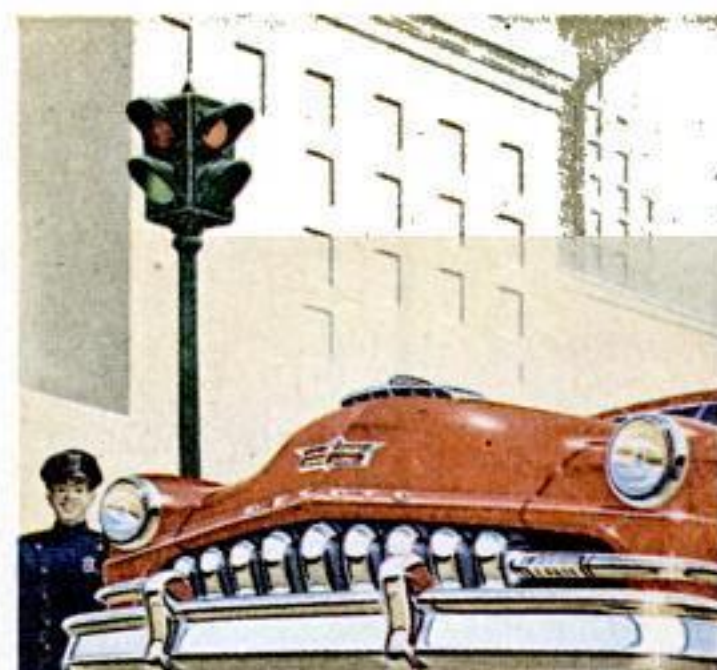
You've heard about its amazing 160 h.p.  
V-8 performance... *Full* Power Steering,  
Power Braking and America's finest  
No-Shift Driving. Now go and try it  
for *yourself*! Today!



**MORE POWER** from every drop of gas! Fire Dome...America's most advanced engine design... gives you sensational performance on regular fuel!



**EASY AS DIALING** a phone... De Soto Full (not partial) Power Steering makes parking that simple! And road control is greater at all speeds.



**AMERICA'S FINEST** No-Shift Driving... in both De Soto Fire Dome Eight and De Soto Powermaster Six. Just step on gas to go... step on brake to stop!

*White sidewall tires, when available, are optional equipment.*

DESOTO-PLYMOUTH Dealers present **GROUCHO MARX** in "You Bet Your Life" every week on both RADIO and TELEVISION...NBC networks.





COED ANN BROOKS PAUSES BEFORE NEW CHAPEL

## *A Midwest Town Has a Cultural Splurge*

**100-YEAR-OLD COE COLLEGE AND CEDAR RAPIDS  
UNITE TO DISPLAY THEIR ENTHUSIASM FOR ART**



COEDS REHEARSE HISTORICAL PAGEANT WHICH INCLUDES A PARODY OF EARLY FOOTBALL WHEN RULES WERE CONSIDERABLY FREER, THOUGH NOT THIS FREE



MARVIN CONE SHOWS OWN WORK IN HIS STUDIO

When most colleges observe an important anniversary, they invite the alumni back for a sentimental reunion or to attend a traditional ball game or to listen to endless speeches by visiting dignitaries. But Coe College, a small coeducational Presbyterian institution of 610 students in Cedar Rapids, Iowa, celebrated its centennial by staging a six-day arts festival last month and getting Cedar Rapids to go on a big cultural splurge.

Instead of a show of sentimentality, Coe put on two art shows, one a loan exhibit of well-known works by famous artists of the past, the other a sampling of paintings owned by Iowa citizens. Instead of an athletic contest, the college presented its coeds in a pageant which included a very feminine pantomime of football (above). And instead of speeches by bigwigs, there were art discussions and gallery talks by visiting critics, a performance of Shaw's *Man and Superman*, concerts by a top-ranking string

quartet which was imported for the occasion and a premier performance of a cantata written for the festival.

Cedar Rapids' enthusiasm for art began 25 years ago when the late Grant Wood was living there, turning out his stylized landscapes and his now-famous *American Gothic*. Local businessmen became interested in his work and in art generally and later decided to send another Cedar Rapids artist, Marvin Cone (left), to Europe for a summer's study.

Ever since World War II, Coe College has felt it should help satisfy the town's cultural cravings and has gone in heavily for the arts. It is proud to have Cone as a professor, and by events like the festival it hopes to keep Cedar Rapids from becoming "just another mill town." It has plenty to build on in this direction. Because of the art enthusiasm already engendered there, more than 600 original paintings hang in Cedar Rapids homes (next page).





**MORTICIAN** David Turner stands before Currier and Ives prints in mortuary. A man of many interests,

Turner also manufactures microphones. The walls of his shop (*below*) are lined with paintings by Cone.



**CORPORATION LAWYER** Owen Elliott looks over some of his Goya and Daumier prints with his

## PAINTINGS FILL HOUSES, SHOPS



**HOUSEWIFE** Mrs. Arthur Collins sits in her living room beside Cone's *Corn Leaf* (*left*) and study of





wife. On wall is a De la Serna. Elliott is head of Coe's trustee board, now devotes full time to the college.

The man behind Cedar Rapids' art patronage is Mortician David Turner (*opposite*), who put on a one-man Grant Wood show in 1926 and persuaded other townspeople to invest in art. Later on Turner lent Wood an apartment, the



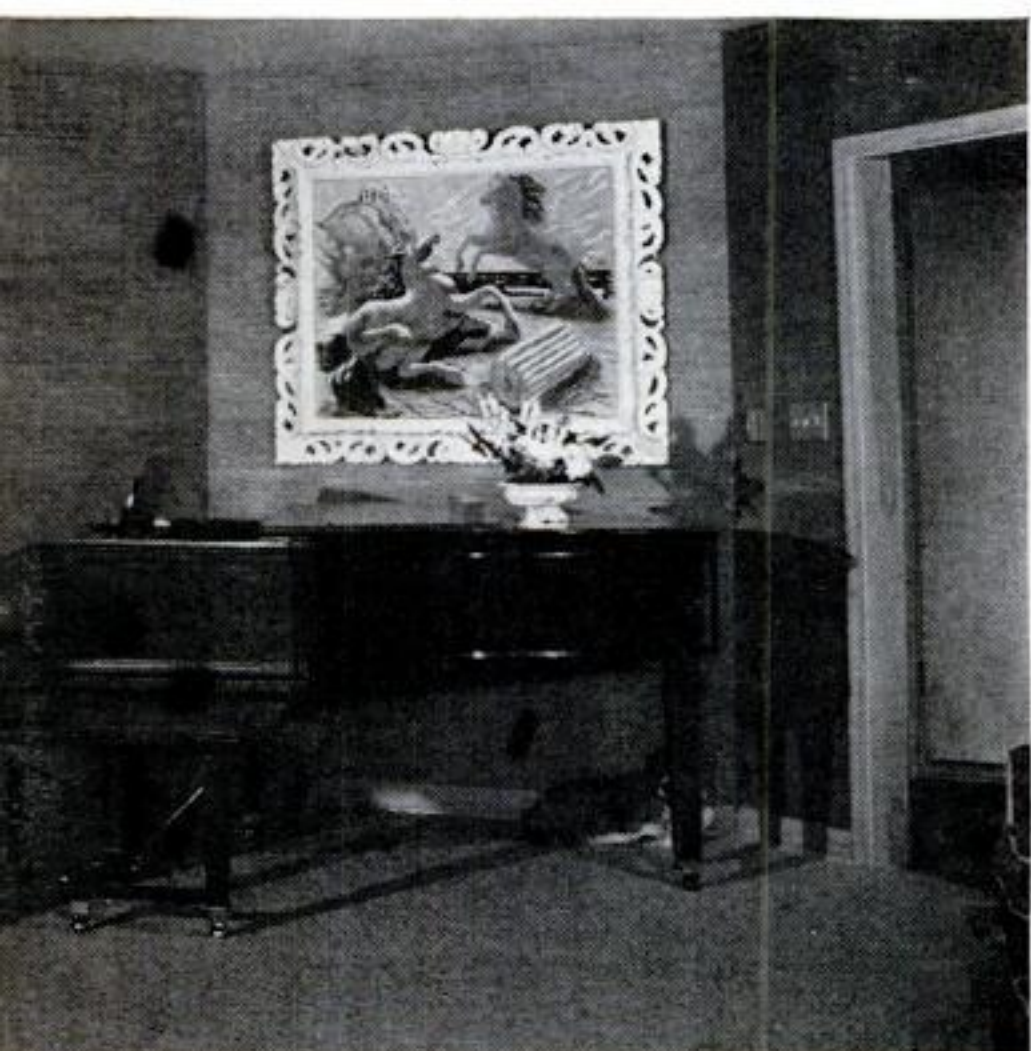
**PUBLISHER** of trade journals, Herbert Stamats, and wife show paintings by Renoir (on chair), Cone

address of which, 5 Turner Alley, gave Cedar Rapids an unexpectedly Bohemian touch.

Today Turner has plenty of company in his enthusiasm. The local contention that business leaders should contribute to art and education

(lower left) and Grant Wood (on wall). Wood's painting is of Stamats home, shows Stamats out in front.

produced fast action four years ago when Coe's chapel burned down. Since then enough money (\$500,000) has been raised within Cedar Rapids itself to build not just a chapel but a combined religious and arts center with two art galleries.



two horses by the Italian painter Giorgio di Chirico. Her husband manufactures electronic equipment.

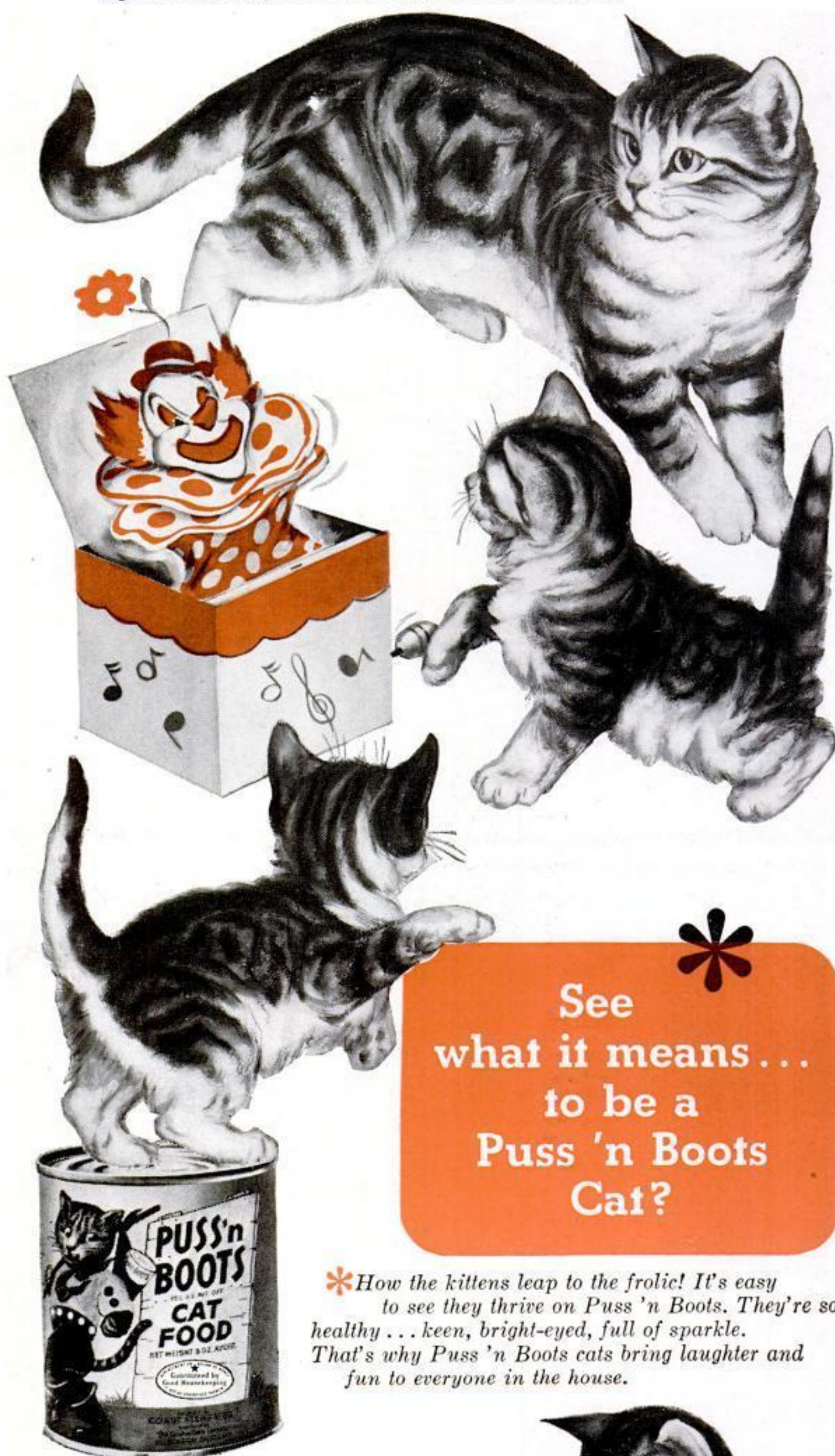


**FEED PRODUCER** Abe Pilicer came to U.S. in 1914, has been a plumber, junk yard operator, grain

trader. He and his wife have filled their home with paintings, statues, china and other collectors' items.



\*Life's full of surprises to the mother of a Puss 'n Boots family. It takes energy to watch over a family of curious kittens! But Puss 'n Boots helps keep them all fit and frisky. Tasty and wholesome, it promotes strong bones and teeth... sleek coats, too!



See  
what it means...  
to be a  
Puss 'n Boots  
Cat?

\*How the kittens leap to the frolic! It's easy to see they thrive on Puss 'n Boots. They're so healthy... keen, bright-eyed, full of sparkle. That's why Puss 'n Boots cats bring laughter and fun to everyone in the house.

**Regular Puss 'n Boots feeding  
keeps your pet  
alert, playful, handsome**

Puss 'n Boots is made of fresh-caught whole fish and select cereals pressure-cooked in the can. It supplies the proteins, minerals, vitamins and carbohydrates found in salmon, beef, liver, milk and food from the table... including vital Vitamin D... conveniently and at thrifty cost. You'll find extra joy in owning a Puss 'n Boots cat.

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**Puss 'n Boots adds the PLUS!**

QUALITY MAKES IT... AMERICA'S LARGEST SELLING CAT FOOD

## Cultural Splurge CONTINUED



**CHAMBER MUSIC** is performed by the New Music String Quartet of New York. Musicians gave two concerts, each attracting more than 1,000 persons.



**CANTATA** specially composed for the festival by Darius Milhaud is presented by college choir. Soloist (center) was New York Opera's Lloyd Leech.



**ORCHESTRAL MUSIC** for cantata was provided by Coe's orchestra, with help of Broadus Erle (left) and the other members of the New Music Quartet.

CONTINUED ON PAGE 121



# Now! *Instant* Puddings and Pies with No Cooking



© William Boyd



## BURNETT'S *Instant Puddings* Just Mix With MILK

Now you can enjoy delicious puddings all summer... *without sweltering over a stove!* Just mix Burnett's Instant Puddings with milk... whip till smooth... and presto! You have puddings with smooth, heavenly texture... rich, true flavor. Wonderful fare for sleepy summertime appetites! And so rich in food-energy for warm weather!

Burnett's makes superb sherbets, pies... dozens of desserts. Economical, too! Yields bigger servings than old-style cooked puddings. To ease work... please your family... try Burnett's Instant Puddings today.

NOTE: Your grocer should have Burnett's Instant Pudding in stock today. Because of the unprecedented demand for this wonderful new pudding, however, you may have a short wait till he gets a supply.



These puddings are made by the makers of famous  
**BURNETT'S VANILLA EXTRACT**



**CHOCOLATE**... the small fry's favorite flavor!



**BUTTERSCOTCH**... fairly melts in your mouth!



**VANILLA**... the flavor Burnett's made famous!



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## Shower the bride with **PYREX Ware!**

Of all the welcome gifts for a bride-to-be's home, a complete outfit of good-looking, smooth-cooking PYREX Ware is the welcomest of all!

For PYREX Ware does more all told than other ware can do to help her cooking turn out right—quickly . . . evenly . . . deliciously . . . beautifully browned! And PYREX Ware saves time . . . cuts down on dishwashing chores—she'll cook, serve and store in the same utensil!

PYREX Colorware, in cheery colors and modern design, is at home on her table with her choicest china or silver! And so easy to wash clean!

So get together with the bride's friends and furnish her cupboard with PYREX Ware! You'll find a fine choice of gifts . . . including colorful PYREX Ware at a thrifty *sale price* through July . . . at the PYREX Ware counter of your favorite department, hardware or variety store.

Look for the trade-mark "PYREX" stamped in the glass . . . it means that you're buying the strongest, longest-lasting glass cooking ware made! Both PYREX Flameware and Colorware are specially heat-treated to make them extra-strong—sturdy for a long, long life!



**SPECIAL SALE!**  
**PYREX**  
**COLORWARE!**

**Hurry!** Save money on colorful PYREX Ware this month! Special sale prices on casseroles and open bowls in red or yellow as well as on two beautiful gift-boxed PYREX Hostess Sets! Your choice of 2½-qt. bowl with four 12-oz. dishes or 1½-qt. covered casserole with four 7-oz. dishes . . .

**Regularly \$2.95...only \$2.25 till July 31**

## Be a better cook with PYREX Ware

**PYREX WARE**—A PRODUCT OF **CORNING GLASS WORKS**

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*If it's Pyrex Ware  
the trade-mark is on it*

"PYREX" is a registered trade-mark of Corning Glass Works, Corning, N. Y.



## COEDS PARODY A PAINTING

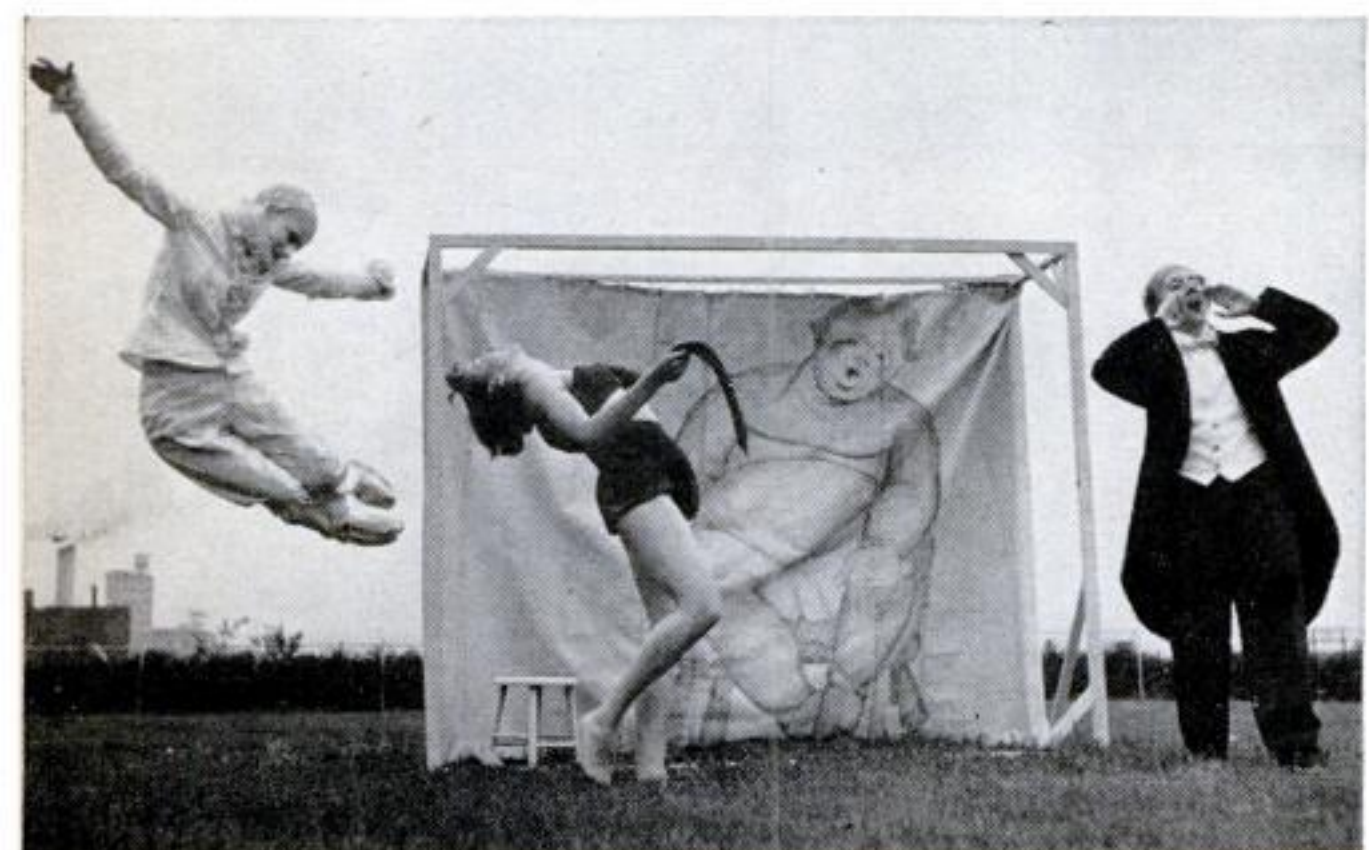
Although visiting talent attracted a lot of attention during the festival, the student portrayal of Coe's history was a welcome light note at the end. It included the dramatization of a Cone painting (*below*) and two poems written by Coe graduate Paul Engle, now a professor at the University of Iowa. The actors also portrayed an early baseball loss to Iowa's Cornell College, 35-4, after which Coe had to suspend for the season because Cornell walked off with the college's only baseball.



**CONE PAINTING** is entitled *Educational Exhibit* and shows the reactions of a sideshow audience to a clown, a snake charmer and the barker at the circus.



**THE DRAMATIZATION** is done with fake snake. Clown is Harriet Brooks, whose father is Coe president. Her sister Ann is shown before chapel on page 115.



**AN ELABORATION** of the Cone motif occurs when the girls move outside frame of the painting and do a dance interpreting the characters on the canvas.

CONTINUED ON PAGE 123

**in one  
minute**



**a  
refreshing  
BACARDI  
collins!**



- Juice of half a lemon
- Small amount of sugar
- Jigger of Bacardi Gold or Amber Label
- Fill glass with soda, add ice and stir.

**hmm...it's tangy!**

**BACARDI**

WORLD'S LARGEST SELLING RUM



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You're lovely-to-look-at even in close-ups, with **Solitair**

cake make-up

Contains Lanolin

Every complexion can look fresh and lovely from *afar*. But your most important moments are in close-ups . . . and *then*, skin faults are quickly prominent. Imperfections your make-up doesn't hide, become obvious . . . Unless, of course, you wear Solitair. Solitair conceals each little skin fault, yet never looks or feels "mask-like". Your skin seems to come alive with youthful freshness—uniformly flawless, yet completely natural—even in close-ups!

*Make this test:* Look in your mirror, close-up. Can you see little skin-faults through your make-up? You won't (he won't!) if you wear Solitair!



Only clinically tested make-up leading skin specialists confirm will not clog pores. 1.00, 60¢, 30¢

**New and Wonderful!**  
Solitair Lotion for all-over skin beauty—ocean-blue, creamy-rich, lusciously scented . . . only 39¢ and 73¢







**FORMING A CROSS**, girls dedicate new chapel. Arsonist who burned old chapel could not attend, since he will not leave prison until later this month.



**HITTING THE LINE**, Coe coeds wearing football pants rehearse part of the historical pageant, which also included an exhibition of Swedish gymnastics.

# Breakfast with Serviset.



ROSES  
DESIGN

... roses bloom on  
SERVISET... beautiful  
and inexpensive aid  
to easier living...  
matched paper plates,  
Handi-Handle cups,  
napkins and table cover.  
Enjoy their beauty, use  
them—throw them  
away!

See also PURITY® Big Pak  
for handy everyday use,  
SERVISET Space Savers for  
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paper baking plates.

**SERVISET**  
*by Sutherland*

SUTHERLAND PAPER COMPANY • KALAMAZOO, MICHIGAN





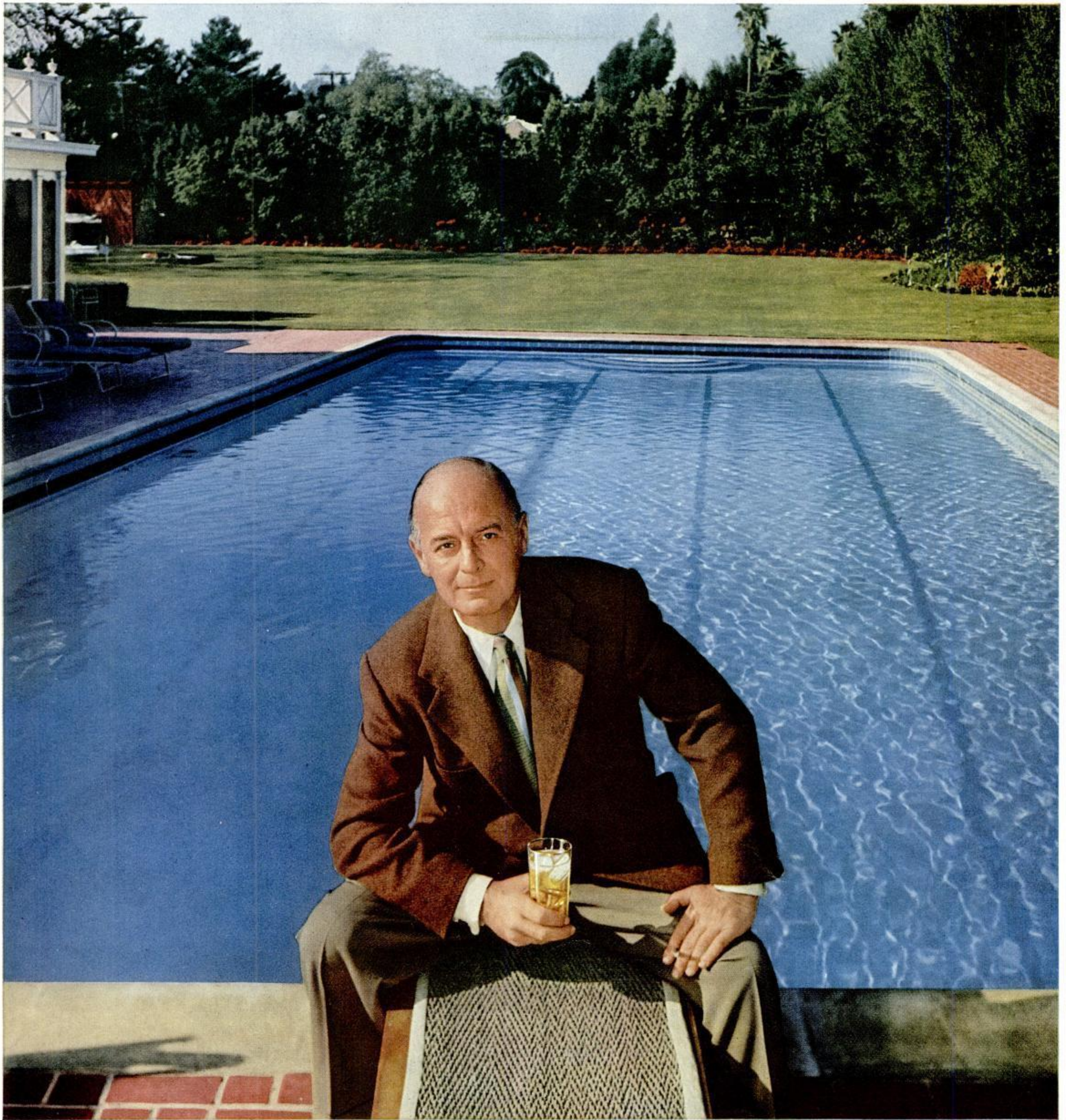
## BIG BEND ON A BOULEVARD

Although the painted horse chestnut trees along the television studio's Champs-Élysées were in the full bloom of springtime, air conditioning had made the place so cold that a young dancer, Marie-Jeanne, had to do some exceptionally violent exercises to warm up for her dress rehearsal. Bundled up in a jacket, she was bending almost double when a young television cameraman named Mike Freedman grabbed up a still camera and photographed this bizarre scene.

Freedman is on the staff of the American Broadcasting Company and

as he rides his four-ton camera rig, called "The Monster," he always sees TV performers draping themselves around in strange and absent-minded juxtaposition to studio sets and props. He has taken to carrying a Rolleiflex camera on the right side of his monster, a Leica on the left, and is thus always ready to catch these odd moments. His hobby has at least one big reward. Two years ago he sighted another young dancer. A year later he dated her. A few weeks ago they were married. Last week they were honeymooning in Mexico. "Mexico," said Freedman, "looks just like a TV set."





PHOTOGRAPH BY KARSH OF OTTAWA

**Make your next drink a better drink.** Whether you prefer a cocktail or a highball, Lord Calvert offers a *unique flavor* and *distinctive lightness* matched by no other whiskey in the world.

For of all the millions of gallons we distill—only the very choicest are set aside for this distinguished whiskey. So tonight, at home or at your favorite bar, enjoy Lord Calvert . . . the whiskey of distinction.

**For Men of Distinction... LORD CALVERT**



**MR. FRED COLE**—distinguished California business executive. Grandson of a '49er, Mr. Cole worked his way around the world as a youth, was a movie actor, and later production man in a struggling knitted underwear mill. He persuaded this firm—of which he is now president—to switch to swimsuits and startled the fashion world with vivid colors and evening-gown beauty. His original process for giving elasticity to non-stretch fabrics, together with his flair for showmanship, made "Cole of California" swimsuits famous. Among his many awards—which include the first wartime "E" for parachute making—Mr. Cole has been cited for advancing California as a world style center and fashion leader.

BLENDED WHISKEY • 86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORP., N.Y.C.



# Be Happy-Go **LUCKY!**

In a cigarette, taste  
makes the difference—  
and Luckies taste better!

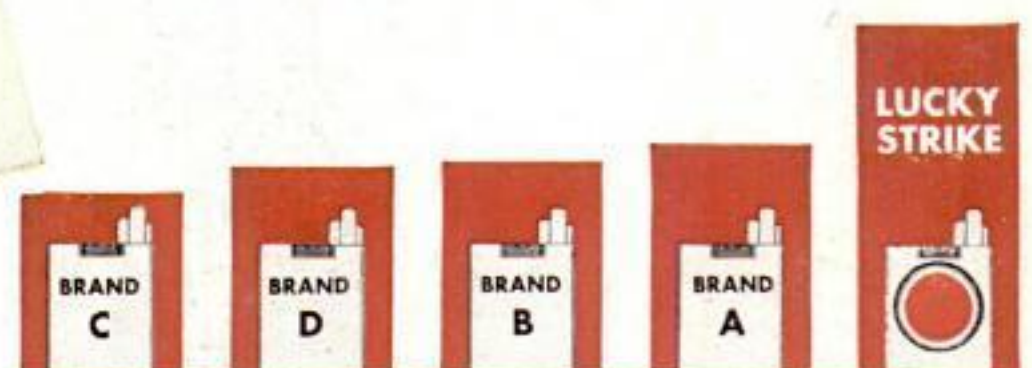
The difference between "just smoking" and really *enjoying* your smoke is the *taste* of a cigarette.

You can *taste* the difference in the smoother, mellower, more enjoyable taste of a Lucky ...and for two important reasons.



First, L.S./M.F.T.—Lucky Strike *means* fine tobacco ... fine, mild tobacco that tastes better. *There's no substitute for fine tobacco, and don't let anybody tell you different.*

Second, Luckies are *made to taste better*. A month-after-month cigarette comparison, measuring those important factors of workmanship that affect the taste of cigarettes, proves *Lucky Strike is the best-made of all five principal brands!*



That's a *fact*—established in The Research Laboratory of The American Tobacco Company—and verified by leading independent laboratory consultants.

So reach for a Lucky. Enjoy the better taste of truly fine tobacco in a great cigarette—Lucky Strike! Be Happy—Go Lucky!



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PRODUCT OF *The American Tobacco Company*  
AMERICA'S LEADING MANUFACTURER OF CIGARETTES

